

INSIDE DOPE
by **GEORGE F. TAUBENECK**

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Story of the Week

A Detroit Country Club staged a huge party recently, and one of the party-goers was a fellow who inherited five million dollars and had been married five times.

"For the rich they sing," of course, and this playboy won the raffle at that party. His prize was a huge basket of hams, chickens, canned goods, and other groceries.

As he walked up to the stage to claim his prize a once-married woman, who'd quaffed freely of invigorating spirits, shouted:

"Now, he can invite all his wives to dinner."

Wisdom of the Week

"A clash of doctrine is not a disaster—it is an opportunity."—philosopher **Alfred North Whitehead**.

Fleas Are Good for a Dog

English fishermen found it hard to keep herring fresh until they reached market. They built tanks into their trawlers, but the imprisoned fish still became sluggish and listless. Then one captain put a catfish into the tank, to keep the herring lively.

"To be sure," he said, "the catfish will eat one or two of them on the way, but that is his wage. And he is worth his keep, for the herring come to market fresh and command a price which pays for the catfish's toll on them 50 times over."—Condensation from the British historian, **Arnold J. Toynbee**.

Take Heed!

Deficit financing is pushed deliberately by the Socialists in our government. They are willing to wreck national credit and solvency to prove that the capitalist system is all wrong.

If we wish to avoid bankruptcy, we'll have to bring pressure upon Congress to apply the brakes on spending and wastefulness.

End of editorial.

Quotes of the Week

Reading is our greatest pleasure and, during the last few months, we've had plenty of opportunity to indulge that pleasure on trains and planes. So, this time "Dope" is loaded with quotations.

Here they come.

"The best way to get ahead is to have one."—**Pure Globe**.

"No matter how busy you may think you are, you must find some time for reading, or else surrender yourself to self-chosen ignorance."—**Atwood H. Townsend**.

"Most of those who now pass as LIBERALS are TORIES of a new type.

"They have lost sight of the truth that in past times liberalism habitually stood for individual freedom versus state coercion.

"The liberal, and still more the subspecies radical . . . seems under the impression that so long as he has a good end in view he is warranted in exercising over men all the coercion that he is able.

"If the present drift of things continues, it may by-and-by really happen that the TORIES will be the defenders of liberties which the LIBERALS, in pursuit of what they think popular welfare, will trample under foot."—**Herbert Spencer**.

"Remember that people have to put up with you, so strive to be more to errand of the others."—**Knights of Columbus**.

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Decentralization of Food Supplies for Civilian Defense

MUCH TOO MUCH foolish hoarding occurred at the beginning of the Korean War. A big fuss was kicked-up about it, and rightly so; because there was no sense in stocking up heavily on nylons and loading up with sugar. Both were in plentiful supply, and still are. About all the hoarders succeeded in doing was to drive up prices.

Now that silliness and hysteria have subsided, however, and all's quiet along the self-serve front, there's another side to the coin which sensible and sober people should examine carefully. It's this:

Modest hoarding of perishable foods in home freezers and locker stores not only is prudent, but could be highly patriotic.

Authorities who are working out plans for Civilian Defense (in case of an atomic attack) are worried about three things, in this order:

- (1) Medical care
- (2) Shelter
- (3) Food

There isn't much the individual citizen can do about the first two, except hope that the plans will be adequate, and pray. Everyone of us can do something about the third, especially if we have access to home freezers and locker storage.

The big problem about food (should Russia attack overnight) is distribution. Quantities will be abundant, but if an atomic or hydrogen bomb falls on any city, transportation will be wrecked for awhile. Stores won't get their customary morning deliveries. Whole areas may be blocked off by firefighters and decontaminators. Furthermore, it's probable that citizens will be ordered to remain at home for several days. Trucks will be kept off the streets and so will you.

If you are fortunate and foresighted enough to have a home freezer in your home or the place where you work—and if those private food larders are loaded with meat, fish, vegetables, fruit juices, etc.—you'll be in good shape. Even more important, from a Civilian Defense standpoint, you'll relieve pressure on the authorities assigned to the difficult task of keeping people from starving while protecting them. You can help yourself and your neighbors at the same time.

Sensible food hoarding, then, could be patriotic.

If there's no mad rush to do this, prices won't be affected adversely, and everyone will benefit.

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Speculation Follows Fair Trade Ruling

DETROIT—Does the ruling of the U. S. Supreme Court voiding the non-signer clause of state fair trade laws open the gates to old-time "predatory price cutting?"

Or does it mean that free selling will break out only in certain markets or where inventories are high and sales slow?

Or can manufacturers maintain current prices despite the decision?

All three possibilities were seen following the recent high court ruling that dealers who do not sign fair trade agreements are not bound by such contracts. Forty-five states have fair trade laws incorporating

(Concluded on Page 41, Column 3)

G. L. Rees Elected Vice Pres. And Director of Coolerator

DULUTH, Minn.—G. L. Rees has been elected vice president and a member of the board of directors of the Coolerator Co.

L. W. Hamper, president of the Coolerator Co., and executive vice president of the Gibson Refrigerator Co., announced that Rees, previously manager of Gibson sales, is joining Coolerator immediately in the first move of a major expansion program.



G. L. Rees

major expansion

Refrigeration Field Hails M-61 Granting Materials Priority

WASHINGTON, D. C.—A major victory for recognition of the essentiality of refrigeration and air conditioning equipment was achieved in the NPA Order M-61 which became effective May 14 (and reported in the May 21 issue of the NEWS).

Said one authority who has helped to guide the industry through the Washington maze in World War II as well as the present emergency:

"Refrigeration equipment has at last gained equal standing with production machinery and machine tools."

Order M-61 provides a procedure

(Concluded on Page 4, Column 5)

1st Quarter Freezer Sales In Philadelphia Area Double Same '50 Period

PHILADELPHIA—Consumers in the metropolitan Philadelphia area bought more than twice as many home freezers during the first three months of 1951 as they did in the same period of 1950 and paid, on the average, \$98 more per box.

A quarterly report released by the Electrical Association of Philadelphia told this dramatic story.

During the first quarter of this

Fair Trade Study, Wider Guarantees Sought by RACCA

NEW YORK CITY—Manufacturers of refrigeration units and systems will be asked to broaden their guarantees, and the Federal Trade Commission will be asked to investigate unfair trade practices and perhaps draw up a set of fair trade rules, in a program of "progressive action" for refrigeration contractors, outlined at a meeting of the board of directors of Refrigeration and Air Conditioning Contractors Association (RACCA) here May 19-20.

Initial program plans were made by the board for the annual meeting of RACCA, which has been scheduled for Saturday and Sunday, Nov. 3 and 4, at the Knickerbocker hotel in Chicago. These dates immediately precede the opening, Nov. 5, of the All-Industry Refrigeration and Air Conditioning Exposition at Navy Pier in Chicago.

On the matter of guarantees, the RACCA directors say that while most equipment now carries a warranty which provides for replacement of defective parts, such warranties do

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Case Capacity Limits Frozen Food Expansion

CHICAGO—"Today, case capacity is probably the single most difficult obstacle to the healthy expansion of frozen foods," an industry which is "youthful, growing like a 'beanstalk,' and full of promise for the future."

These optimistic thoughts on the future of the frozen food industry came from a man who should know—Charles G. Mortimer, Jr., vice president of General Foods Corp., in a talk before the Super Market Institute during its 14th annual convention at the Stevens hotel here.

In addition to pointing out to market operators the problems caused by inadequate case and cooler capacity, Mortimer announced details of the new sales policy established by the Birds Eye division. This includes money-back guarantees to customer and retailer, listing of prices, and plans for direct distribution to be put into effect when General Foods believes a single wholesaler can't achieve the company's retail distribution objectives.

"Store cabinets for frozen foods cost money to install, and additional

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Freezer Economy Recognized

Packers Urge Public To Freeze, Store Meat In Program To Hold Down Meat Prices

CHICAGO—The value of the home freezer as a means of helping the consumer to get more meat and fight inflated meat prices has at last been recognized by the meat packing industry.

Meat producers and processors, who have in the past been somewhat less than enthusiastic about freezers, are now calling on housewives to use these facilities to assure themselves of more meat on the table.

All this is part of the meat industry's current campaign to help stop inflation and get more meat to consumers. The campaign is organized into a "common sense meat program" which has 10 goals and expects to employ the services of 10 "task forces" to attain those goals.

July 2 Is New Filing Deadline On Mfr. Prices

Refrigeration and Appliance Makers Say They Can't See Any Rollbacks In Sight

WASHINGTON, D. C.—Deadline for filing manufacturers' ceiling prices under Ceiling Price Regulations 22 and 30 has been extended to July 2, Michael V. DiSalle, director of the Office of Price Stabilization, announced recently.

Manufacturers who have already filed their prices may put their ceiling prices into effect on May 28—the original filing date—if the new ceilings are no higher than previous prices. They cannot raise their prices, however, until 15 days after filing their applications, if a raise is permissible.

DiSalle stated that this will be the only extension granted. He indicated that all manufacturers should have their new ceilings figured by July 2.

To date, no appliance manufacturer has announced that his ceiling prices will be rolled back from present levels. On the contrary, all who have made announcements so far have indicated that their prices could go higher without violating ceilings under CPR 22.

Recent statements to this effect have come from Nash-Kelvinator Corp. in reference to Kelvinator products, Lindemann & Hoverson Co. in reference to electric ranges and water heaters, Westinghouse Electric Corp., and Gibson Refrigerator Co. on refrigerators, freezers, and ranges.

Wilson Refrigeration Becomes Tyler Div.

NILES, Mich., May 23—The acquisition of the operating business of Wilson Refrigeration, Inc. of Smyrna, Dela. was announced today by Tyler Fixture Corp. here, manufacturer of commercial refrigerators and home and farm freezers.

It was explained in the announcement that Wilson Refrigeration, Inc. will be operated as a division of Tyler Fixture Corp. and that John Wilson, Jr., founder and president of the Delaware company will remain as the general manager of the organization.

Wilson Refrigeration, Inc. is a pioneer manufacturer of milk coolers and home freezers and has also produced commercial refrigerators.

Tyler executives said that no changes are planned in the distribution setup or merchandising policies that have been established by Wilson Refrigeration, and that no additional products for the Wilson line are under consideration now.

The acquisition of Wilson Refrigeration brings to a total of four, the number of operating units in the Tyler organization. In addition to its main plant and general office at Niles, Tyler currently is operating a manufacturing unit in Waxahachie, Tex. and a wholly owned subsidiary, the Harder Refrigerator Corp. in Cobleskill, N. Y.

It is under goal 9 "Thrifty meat buying and use" that the industry has this to say about refrigerators and freezers:

"Store meat carefully. Wrap meat loosely and keep it in the coldest part of the refrigerator. Meat that is not to be used for several days should be frozen immediately. Leftovers, too, should be wrapped and stored in the refrigerator as soon as possible."

"Plan your buying. It's usually a good idea to buy only as much meat as you intend to use within a week's time. . . .

"The time to fill freezer units is when meats are in most abundant seasonal supply. To do so at any

(Concluded on Back Page, Column 1)

Special Promotions Keep Freezer Sales Up

Unique Distributor Game Pays Up to \$10 to Dealer Salesman on Freezer Warranty Cards

FLINT, Mich.—Special promotions utilizing cash incentives, merchandise prizes, and window display contests are being used by Silkworth Distributing Co. to keep Gibson dealers and their salesmen interested in promoting home freezer sales.

Using just about "every trick in the book," the aggressive Silkworth organization is maintaining a consistently high ratio of Gibson freezer sales to Gibson refrigerators delivered.

According to Willis W. Silkworth, president of the concern covering all of northeastern Michigan, the special promotions conducted by H. S. Wilson, sales manager, stimulate sales for the entire Gibson line, as well as maintaining a fast pace on home freezer sales.

One of the promotions that has proved most popular with dealers and their salesmen is a "bonus board" that was developed by Silkworth for its own use. This has none of the elements of long odds found in games of chance, as every entry gets a prize. Here's how it works.

The "board" is posted in the office

of Wilson, the Silkworth sales manager. As Gibson home freezers, refrigerators, and electric ranges are sold by dealers and their men, the "warranty card" for the product is mailed to the distributor. As these warranty cards are received, the name of the dealer salesman is entered in the next available space on the "bonus board."

When the "board" is completed, each entry gets a cash prize ranging from 25 cents to \$10. For example, the first three entries get 25 cents, number four gets \$3, numbers five, six, seven, and eight get 50 cents, and lucky number nine receives \$10. The total prize money for the "board" is \$100 based on 100 entries or sales.

Wilson reports that the "bonus board" promotion has been very popular.

"When a dealer salesman gets a check for 25 cents—and we make out real checks for that amount—he just laughs, and hopes for better luck next time. But the ones who get the larger prizes pass the word around, and that keeps all our deal-

ers interested in the promotion," Wilson said.

Currently the Silkworth company is conducting a merchandise prize promotion for dealer salesmen which uses their wives' interest in sewing to get real results. Under this plan, various types of State sewing machines are offered as prizes, and "points" are accumulated by mailing warranty cards for Gibson freezer sales. Two points are awarded for each Gibson product sold, and prizes require 24 points for a portable sewing machine, up to 56 points for a deluxe console model.

To start the contest off with a bang, a letter was sent to each dealer salesman explaining the contest and enclosing a sewing machine catalog sheet, with the prize points indicated for each model. At the same time, another letter was sent to the wife of each salesman, and this also contained a catalog sheet with prize points clearly indicated.

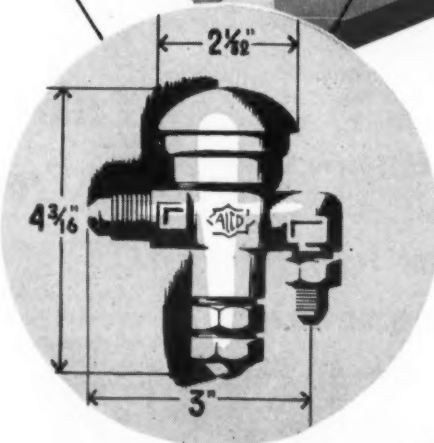
This letter urges Mrs. Salesman to "talk it over with your husband! With spring and summer months here, when people have more money

1	2	3	4	5	6	7	8	9	10
25c	25c	25c	\$3.00	50c	50c	50c	50c	\$10.00	50c
11	12	13	14	15	16	17	18	19	20
50c	50c	50c	\$1.00	50c	50c	50c	\$1.00	50c	\$1.00
21	22	23	24	25	26	27	28	29	30
50c	50c	50c	50c	50c	25c	25c	25c	\$1.00	\$1.00
31	32	33	34	35	36	37	38	39	40
25c	25c	25c	25c	\$3.00	25c	25c	\$1.00	25c	25c
41	42	43	44	45	46	47	48	49	50
25c	25c	25c	\$10.00	25c	\$1.00	25c	25c	\$1.00	25c
51	52	53	54	55	56	57	58	59	60
50c	25c	25c	25c	25c	\$1.00	25c	\$10.00	25c	25c
61	62	63	64	65	66	67	68	69	70
50c	\$1.00	25c	\$7.00	25c	50c	\$3.00	50c	\$1.00	25c
71	72	73	74	75	76	77	78	79	80
25c	25c	25c	25c	25c	\$1.00	50c	50c	50c	50c
81	82	83	84	85	86	87	88	89	90
25c	\$1.00	25c	25c	25c	25c	25c	\$10.00	25c	25c
91	92	93	94	95	96	97	98	99	100
25c	25c	25c	\$1.00	25c	\$1.00	25c	25c	\$3.00	\$1.00

GAME BOARD used by Silkworth Distributing Co. to promote sale of Gibson home freezers. Each warranty card that is mailed in is recorded on this form in the name of the salesman who made the sale. He is then mailed a check for the sum corresponding to the amount indicated in the square.

ALCO 402 avoids tight squeeze in your freeze

The Alco 402 Thermo Expansion Valve is a small, compact control designed for tight places where space is at a premium. Liquid charged... it can be mounted anywhere in any position. Every inch saved adds to the freezing space and the value of your freezers and display cases.



Our Bulletin 402 describes many features in detail, such as Pressure Limiting for motor overload protection, Wide-Range Superheat adjustment and many others. May we send it to you?

SEE YOUR ALCO WHOLESALE



Designers and Manufacturers of Thermostatic Expansion Valves, Evaporator Pressure Regulators, Solenoid Valves, Float Valves, Float Switches

ALCO VALVE CO.

853 KINGSLAND AVE. • ST. LOUIS 5, MO.

4749

to spend and are in the market for the finest in refrigeration, electric ranges, and home freezers, his sales abilities will enable him to present you with the sewing machine of your choice, at no cost to him. We hope we can ship your machine soon!"

Wilson reports that salesmen's wives are taking a real interest in this contest, and that a goodly number of sewing machines will be presented before the 60-day promotion ends this month.

One of the most successful home freezer promotions ever conducted by the Silkworth company was a dealer window display contest held last fall. Under the terms of this contest each dealer who submitted a picture of his window showing a Gibson home freezer prominently displayed was awarded a credit of \$25. There were no "strings" or special window trimming specifications to be met, and as a result over 140 dealers featured the Gibson home freezer in their windows.

To make the window display contest more interesting, an additional \$50 was awarded for the best window, and this extra prize money went to the Rochester Electric Co. of Rochester, Mich.

Nor are the several wholesale men who travel all of eastern Michigan for the Silkworth company neglected. They are consistently stimulated to do better work by various types of cash incentive and bonus plans—usually for pushing the full line handled by the company. In other words the wholesale man who sells the proper percentage of each product, rather than concentrating on a few products, makes the most money.

Now celebrating its 15th Anniversary the Silkworth firm has developed an enviable pattern of successful appliance merchandising, wherein the key to success seems to be in conducting hard-hitting dealer promotions—one right after the other.

According to Silkworth, the company policy has been to give extra rewards for extra effort all down the line—to the wholesale man, the dealer, and to the dealer's salesman. Thus, everyone in the marketing structure is fairly compensated for a job well done.

TYPHOON

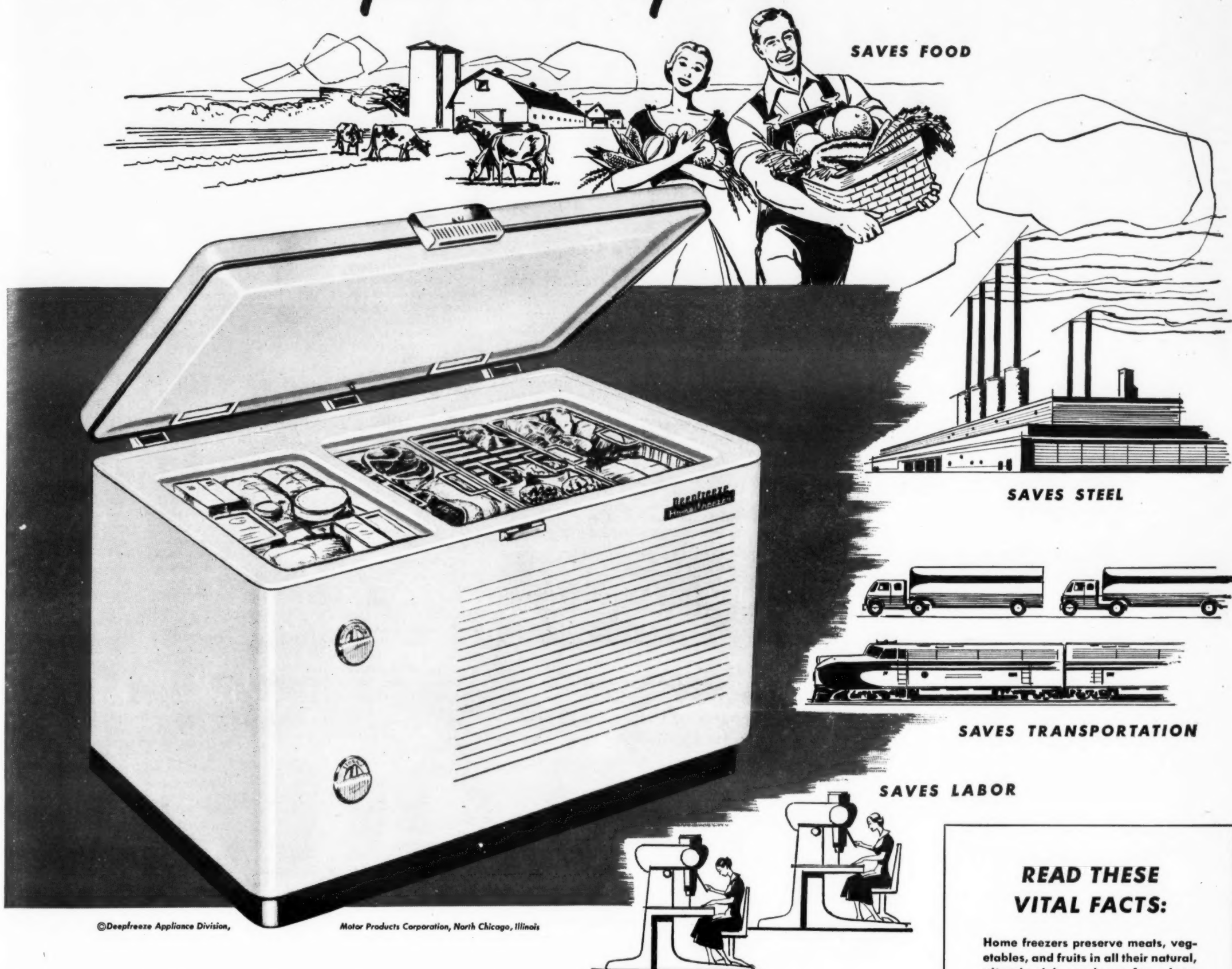
Most Complete Line of
AIR CONDITIONERS
in the most popular size range
1 1/2 TO 20 TONS

Evaporative Condenser
3 TO 20 TONS

Backed by more than 40 years
of air cooling experience

TYPHOON Air Conditioning Co., Inc.
794 Union Street, Brooklyn, N. Y.

Food is our most powerful weapon!



©Deepfreeze Appliance Division,

Motor Products Corporation, North Chicago, Illinois

Farm and Home Food Freezers CONSERVE FOOD

A half-million more average-size home freezers would increase rural storage capacity 25%.

Farm and Home Food Freezers CONSERVE LABOR

By eliminating many shopping trips and much meal-preparation time, they free housewives to do essential defense work.

Farm and Home Food Freezers CONSERVE TRANSPORTATION

Five railroad cars are required to transport the same quantity of fresh vegetables that can be shipped in one car in frozen state.

Farm and Home Food Freezers CONSERVE STEEL

The 1,600,000,000 pounds of frozen foods packaged in 1950 would have required tremendous quantities of steel to process by canning.

THERE'S ONLY ONE GENUINE

Deepfreeze

TRADE-MARK REG. U. S. PAT. OFF.

FARM AND HOME FREEZER

The huge plants of Deepfreeze, North Chicago, Illinois, are dedicated to the conservation of food, labor, transportation, and steel, in the national interest.

READ THESE VITAL FACTS:

Home freezers preserve meats, vegetables, and fruits in all their natural, vitamin-rich goodness for a long time. They stimulate production and reduce waste. If urban centers should be evacuated, present rural cold storage capacity can hold only a nine-day supply of food for the nation.

★

Labor is saved because food can be frozen with far less effort than is required for other methods of preservation. Home freezers save shopping time because they hold several months' food supply. Complete frozen meals kept in a home freezer mean hours saved for the housewife.

★

One car of frozen poultry equals two cars of live poultry. Shopping trips avoided mean a considerable saving in gasoline, oil, and rubber.

★

One pound of steel is required to produce only 4 1/4 domestic-size food containers. Frozen foods do not require the use of steel or any other critical materials for packaging.

★

Food, labor, transportation, and steel are vital to national defense. In aiding their conservation, farm and home food freezers—and the dealers who sell them—are performing an essential service, a service to be proud of. In the national interest, production of farm and home food freezers should be expanded.

Boost In Dollar Value Of DO-97 Ratings Allowed

WASHINGTON, D. C.—Businesses and institutions are now permitted to use a DO-97 rating to get 20% more maintenance, repair, and operating materials, dollarwise, than they did in an average quarter of 1950 or of their last fiscal year.

The National Production Authority amended its Regulation 4 to permit this 20% increase to allow for an estimated 10% rise in prices and because of an increase in business activity that is causing firms to use about 10% more MRO supplies.

If a firm needs a rating to obtain only 20% or less of its quarterly quota of MRO supplies, it is permitted to buy all it can get without using the rating. Previously, business firms were restricted from purchasing more than their quota either with or without the defense order rating.

Attached to the amendment are two lists of products that cannot be ordered with the DO-97 rating. The products on one list can be used, however, in calculating the company's quota. Products on the other list cannot be used in calculating the quota.

FEATURES OMITTED

In order to include all the Freezer Specifications in this issue it was necessary to omit several of the regular weekly features. Those eliminated include: "Servicing Hermetics in the Field," "Slants on Service," "Government Contracts," and "Patents."

Reg. W Changes Affect Rentals, Disaster Areas

WASHINGTON, D. C.—Two technical changes in the exemption provisions of Regulation W were made recently by the Board of Governors of the Federal Reserve System.

One of the changes exempts from the regulation "any rental, leasing, or bailment contract or arrangement existing during 1950 between the registrant (dealer) and the obligor, or any bona fide continuation or modification thereafter of such existing contract or arrangement."

However, the modified contract or arrangement must not expand the number of articles outstanding beyond the maximum outstanding at any one time during 1950 and must not otherwise alter the essential nature of the original contract or arrangement.

The other change related to the method used by a Federal Reserve Bank in designating disaster areas under the regulation.

Fedders Changes Name Of Sales Section

BUFFALO—With the addition of a line of water coolers and a portable all-electric dehumidifier to its line of heating and refrigerating equipment, Fedders-Quigan Corp. has changed the name of its sales section from Unit Air Conditioner Division to Refrigeration Appliances Division, A. J. DeFino, general manager, has announced.

Frank A. Mitchell remains as sales manager.

NPA Commercial Cooling Section Headed by Wootton

WASHINGTON, D. C.—Appointment of A. Gordon Wootton as chief of the Commercial and Industrial Refrigeration and Air Conditioning Section, General Services Branch, Machinery Division, National Production Authority, was announced here recently.

Wootton served in a similar capacity with the War Production Board during World War II.

Prior to joining the WPB in July, 1942, he had been associated with Seeger Refrigerator Co. (then called Seeger-Sunbeam Corp.) since 1928. He left the WPB in late 1945 to re-join Seeger as manager of the southeastern territory.

NPA Sets Up Committee To Review Metals Needs

WASHINGTON, D. C.—Formal establishment of a Requirements Committee responsible for reviewing over-all demands for steel, copper, aluminum, and other critical materials and for recommending policies and programs for balancing supply with demand, was announced recently by E. T. Gibson, acting administrator of the Defense Production Administration.

Charles E. Wampler, director of DPA's Office of Program and Requirements, was named chairman of the committee, and Melvin L. Anshen, assistant director of that office, vice chairman.

Ill Wind Blows Good as Insurance Pays Off

ONAWAY, Mich.—It's an ill wind that blows nobody good, and the Northcott Electric Co. is now "cashing in" on what first appeared to be an unfortunate experience.

Bruce Northcott is selling Gibson home freezers to his friends and neighbors in this tiny community, because the manufacturer's insurance plan "made good" on an owner's loss.

Soon after Northcott sold one of his first home freezers, a power failure caused the owner to lose over \$100 worth of precious meat. As the contents of the freezer were insured under the Gibson owner protection plan, the company promptly replaced the meat, to the complete satisfaction of the owner.

In a community of this size where all the folks are well acquainted with each other, a report of what happened got around very quickly. As a result, Northcott is selling more Gibson home freezers every month, and the attitude of the "folks" is also reflected in increased sales of Gibson refrigerators, and ranges.

Pearce Sees Unlimited Freezer Sales Prospects

GRAND RAPIDS, Mich.—Granted, the cream has been skimmed off the home freezer market. There aren't any more customers like the easy-money guy who wants to impress his friends by showing them a freezer packed with lobster tails.

But with the market only 7% saturated, there are unlimited sales opportunities for the genuine salesman who goes after prospects with a convincing story on the savings and conveniences that can be enjoyed by a freezer owner.

That was the message delivered to the Grand Rapids Radio & Appliance Dealers Association recently by Douglas Pearce, national sales manager of home freezers for Sears, Roebuck & Co.

The current freezer market, Pearce said, is composed of 33,499,000 families living in homes with electricity; 10,200,000 farm homes with electricity; and 6,000,000 locker plant patrons.

Pearce added: "Freezers are never out of season. Only effort is."

Manpower, training, display, and demonstration are the four factors required in a successful freezer sales program, he declared. Regarding manpower, he recommended that dealers figure one man to every 16 to 24 freezer sales per period (Sears breaks the year into 13 periods) and that only enthusiastic freezer salesmen be retained.

Pearce made these other suggestions:

Hand out "frozen" toast as a means to open sales talks.

Organize an economy club and make arrangements with local food stores so that club members can buy food in volume at a discount.

Use the local utility as a source of prospects. Following up prospect lists furnished by utilities has resulted in a return as high as 60%.

Order M-61--

(Concluded from Page 1, Column 3)

whereby manufacturers of refrigeration and air conditioning equipment (except packaged room air conditioners), condensing units, compressors, and compressor units are authorized to use a DO-75 priority rating to obtain necessary materials and parts containing iron, steel, copper, and aluminum. The order grants this procedure to makers of production machinery and machine tools.

It is understood that the order will not apply to any insulated enclosures (cabinets) of any kind.

Under its terms, manufacturers can obtain 10% more iron and steel products, 5% more copper products, and an equal number of aluminum products as they obtained on a monthly average during the first quarter of this year.

Purpose of the order is to permit increased production of the specified refrigeration and air conditioning items during the third quarter or until the Controlled Materials Plan becomes effective for these items.

By use of the DO-75 rating, manufacturers should be able to obtain the necessary materials and parts to manufacture these items during the third quarter in quantities adequate to meet the current and anticipated demand.

NPA said that it would help eligible purchasers of rated materials find sources of supplies.

The order specifies that manufacturers must use this rating for all such materials and parts obtained after May 17 except for orders already accepted by their suppliers. The manufacturer may also use it to replace such materials and parts taken from his inventory as long as he does not exceed NPA inventory restrictions.

In cases where production of any item during any month of the third quarter is confined exclusively to the filling of rated orders, the procurement limitation may be exceeded to fill such orders.

In cases where the procurement limitation will delay or prevent the filling of rated orders, the producer can request an adjustment or an exception to the limitation.

In computing the amount of materials and parts procured for production during any month, the quantities taken from inventory and obtained in any manner must be included.

REMA Offers Advice on Items Not on CMP Class B

WASHINGTON, D. C.—Manufacturers of refrigeration equipment who are making products not listed on the official Controlled Materials Plan Class B product list should put these items under product class code 35856 (refrigeration and air conditioning equipment not elsewhere classified) when making out their CMP-4B application forms.

This advice was given to its members by the Refrigeration Equipment Manufacturers Association, after the problem had been discussed with National Production Authority officials.

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BRUNNER offers YOU plant capacity and manufacturing flexibility enabling you to meet delivery as well as equipment specifications.

BRUNNER offers YOU not only a complete range of dependable equipment but a well known, highly respected organization working hand in glove for you toward the satisfying and profitable fulfillment of your contracts.

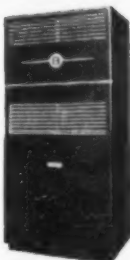
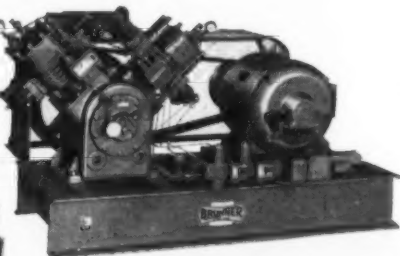
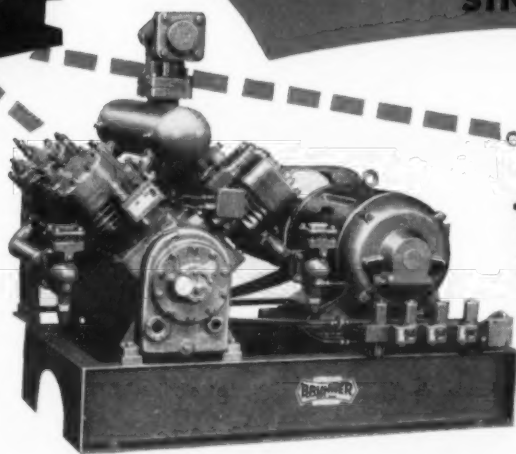
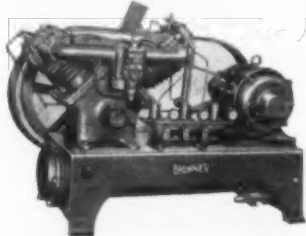
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AIR AND WATER COOLED MODELS
1/4 HP. to 75 HP.



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AIR CONDITIONING
Self Contained Units in 4 sizes: 3-5-7½ and 10 HP.
Remote Installation Types from 3 to 75 HP.

"A STRONG FREEZER PROGRAM HELPS KEEP AMERICA STRONG!"



AGAIN the call has come forth from the government for a nation-wide program of family food gardens, and the mobilization of all effort to encourage home food preservation.

It is called *vital* to Civil Defense . . . *vital* to our economy . . . *vital* to our rearmament program. As the U. S. Department of Agriculture points out*:

it will add a tremendous backlog of food in case of emergency . . .

add mileage to the family food dollar, and help defeat present inflationary forces . . .

relieve growing bottlenecks of transportation necessary for our rearmament program . . .

help prevent waste at harvest time, help level out the peaks and valleys in food supplies and prices . . .

fortify family health through wider use of vitamin-fresh food . . .

transfer supplies of tin, rubber and steel from food-packaging to defense stock-piles of strategic material.

Certainly there can be no prouder duty for America's appliance retailers than full cooperation with this program—by education of their communities, and by promotion of the *modern* method of food preservation—the home freezer.

No matter what shall come in the years ahead—"A strong freezer program now will help keep the nation strong!"

*U. S. Department of Agriculture Extension Service Bulletin dated March 2nd, 1951

Kelvinator

KELVINATOR DIVISION, NASH-KELVINATOR CORPORATION, DETROIT, MICH.



Versatile Home Freezer

**Did You Know That a Freezer Has Many Uses Other Than Food Storage?
It Can Also Serve as a Safe for Valuable Papers, Furs, Jewelry**

CHICAGO — Ann Carson sank wearily into a chair, pushed an unruly shock of hair from her eyes, and breathed an enormous sigh.

Through half-closed eyes she surveyed the bedlam around her. Color books and crayons, toys and blocks, kitchen pans and playing cards—all littered the living room floor. Jimmy, her two-year-old, had spent the entire morning and most of the afternoon indoors. When he decided at last to frolic outside, Ann had capitalized on that time to wash a big stack of dishes from breakfast and lunch.

She had also managed, somehow, to clean the upstairs. And she had just finished hanging up rather a formidable washing in the basement.

"I'll have to straighten up this room before Charlie comes home," she mused. "Then I'll just have to fix supper, do the supper dishes, and put Jimmy to bed. Then I can relax, thanks to my freezer."

Before she got her freezer, Ann would not have been able to look forward to a period of post-supper relaxation. A large bundle of clothes had been dampened for three days, and, without a freezer, she would be faced with ironing them tonight or running the risk of mildew. But now she could relax, spend a restful evening with Charlie, read, sew, or just plain sleep.

Her dampened clothes were in her home freezer, and they could stay

there for months—or until her family ran out of clean clothes—until she found either the time or the energy to iron, and with no danger of mildew.

This is one of many things Ann has learned can be done with a freezer that have little, if anything, to do with food freezing. It is one of many unusual uses of the home freezer that add up to the fact that the homemaker who buys a freezer is getting more than she bargained for.

Homemaker Expects Her Freezer To Do This—

According to the International Harvester Home Economic Department, the homemaker expects her freezer to save her time because she can store prepared meals for months and have only to heat them when mealtime arrives.

She expects her freezer to save her money because she can buy food in quantity when prices are low and freeze it for use months later. She expects her freezer to save her work because the process of preparing food for freezing is far easier and less complicated than canning.

But, say I-H home economists, the chances are there are numerous unusual uses of the home freezer she has never thought of, including unusual food uses.

Ann Carson, for instance, had been

irritated because she couldn't keep cereal products and prepared mixes fresh during the summer. She was about to despair of ever getting more than one crisp helping of corn flakes, bran flakes, potato chips, and the like, from the package, when she heard all could be kept perfectly fresh in her freezer. Furthermore, she found that storing them in her freezer guarded them against contamination by insects, especially during the summer.

And Ann would never forget the look on Charlie's face the night of Oct. 1, two years ago. It was their first wedding anniversary, and she and Charlie had dined out in high style. He had had his eye on a strawberry parfait for dessert, but she insisted they take dessert at home, where she was planning something special. . . .

"What is this mysterious concoction you've prepared?" asked Charlie. "Wait and see," Ann teased.

When Charlie was seated, she disappeared into the kitchen for a moment, then reappeared carrying half a cake on a silver platter. She placed it in front of Charlie.

"Why, this looks like . . . I'm sure it . . . it IS, it's our wedding cake. But a year . . . it's still fresh. How . . . ? When . . . ?" He stopped open mouthed. Then: "Darling, I'm glad you didn't let me have that parfait."

Ann had learned quickly many of

the capabilities of her home freezer. And one of them was that it could keep cake and rolls and bread fresh for months and months. She had been planning this anniversary surprise for a year.

Here Are Some New Ideas

But Ann doesn't know all the tricks of home freezer ownership, one of which could save her an enormous amount of time and work. About twice a year Ann hangs all her family's furs and woolsens on a clothesline outdoors. Then she goes over them meticulously with a brush, reversing all pockets, turning back lapels and collars, and brushing the garments thoroughly inside and out, searching for moths and larvae. It is painstaking work, and tedious.

But if she knew, she could save herself all this work. "Furs and woolsens—placed in a plastic bag preferably, but not necessarily—left in a home freezer for 24 hours, will emerge moth-free. (*U.S.D.A. Bulletin No. 145.) This certainly beats the tiresome job of searching clothes with a fine-tooth comb, and it means Ann and her family (and their companions) are spared the unpleasant smell of moth-proofing compounds.

A Natural for Candy Storage

Several months ago Ann contracted, of all things, measles. In addition to a flood of wisecracks from well-wishers, she was given enough candy by friends to sate the sweet tooth of a platoon of convalescents. For a time she was afraid she was faced with gorging herself and her family, or the alternative of picking away at the stuff slowly and letting it grow stale.

Then she learned that home economists had tested and approved the freezing of candy. So she put all of it in her home freezer. She still has some left, and finds it as fresh and flavor-perfect as the day it was stored.

A Cool Smoke

Ann's husband has his own special use of their freezer. Charlie buys his cigarettes 10 cartons at a time. At the same time, he buys a couple of boxes of cigars to have on hand for guests. To keep them fresh between orders, he pops them all in the freezer, where they stay fresh for months in their original cellophane wrappers.

Guthrie, Okla., provides a testimonial on the use of the home freezer as—now get this—a safe for storing valuables! During a flood at that city, a freezer was under the muddy flood waters for 24 hours. When the water subsided, several inches of mud was found clinging to the sides. The freezer was hosed down and lid was raised. Not a drop of water had entered the cabinet, and the contents were in perfect condition!

As Safe as a Safe

Furthermore, many models are equipped with locks, so the freezer can become a veritable safe. Home freezers are fireproof, too, says I-H home economists. What a place to keep jewelry, insurance policies, income tax notes, and other valuable papers and goods! The freezer becomes a safe deposit box right in the home.

Home freezers fit into the business picture, too. Many veterinarians use it to freeze small cans of water for ice packs in shipping biological specimens to testing laboratories. Hospitals frequently use the home freezer for storing crushed ice for ice packs and other medical purposes. (This particular use comes in handy at parties, too, where beverages are served.)

Bait salesmen have used it for storing fish bait. Kennels and farms freeze foods for dogs, mink, rabbits, and other small animals. Many stores use a home freezer instead of a commercial freezer for storing ice cream bars, popsicles, and other dairy products.

There are many other uses of the home freezer—both food and non-food uses. Homemakers the country over are learning new uses every day—uses that mean easier living, greater convenience, more economy, and leisure. And these are uses that the homemaker doesn't even bargain for when she buys her freezer.

MISSING SOMETHING?

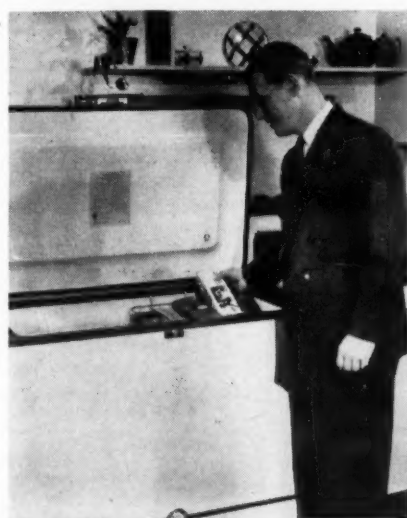
More and better useful information is yours for the asking. See "What's New" page.



Home Fur Storage . . . Furs placed in a home freezer for 24 hours will emerge moth free.



Safe Deposit Box . . . Many home freezers are equipped with locks. Home freezers are fireproof, too, and provide safe place for jewelry, insurance policies, and other valuable papers.



Cigarettes by the Carton . . . Buy cigarettes, cigars, and tobacco in large lots and keep them as fresh as the day they were packaged by storing them in a home freezer.



Aid to Laundry Problems . . . Bundle of dampened clothes will keep indefinitely without danger of mildew.



For Storing Candy . . . Needn't worry about it growing stale. Candy will keep fresh and flavorful until used.

SHE'S A VERY LUCKY LADY...



...HER HOME FREEZER CONDENSING UNIT...



... IS A
TECUMSEH
HERMETIC

Yes, she certainly is lucky—a beautiful home freezer is hers to enjoy, with its savings, its conveniences. Indeed, she's doubly lucky, for the condensing unit—the very "heart" of her freezer—is a famous Tecumseh Hermetic.

Over five million owners of various home appliances equipped with Tecumseh Hermetics find that these units are smoother, quieter, more dependable in operation; that they give a longer-lasting performance at a minimum cost.

It is this record of user satisfaction that has made Tecumseh Hermetics the first choice of leading freezer manufacturers. Today, there are more Tecumseh Hermetic units used in freezers than all other makes combined.

Tecumseh Hermetic units are available in both fan-cooled and static condenser type and cover the complete range of applications from 1/9 h.p. to 3/4 h.p.

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TECUMSEH, MICHIGAN

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How Frigidaire answered a customer's need ... and helped pioneer a great industry!



—at the request of a group of ice cream manufacturers, Frigidaire built the first Frigidaire ice cream cabinet.

Then and there, a great industry was given a tremendous impetus. For this business infant—the making of Frigidaire low-temperature cabinets—was destined to become a fabulous giant. Many and varied were to be its applications in homes, business and industry.

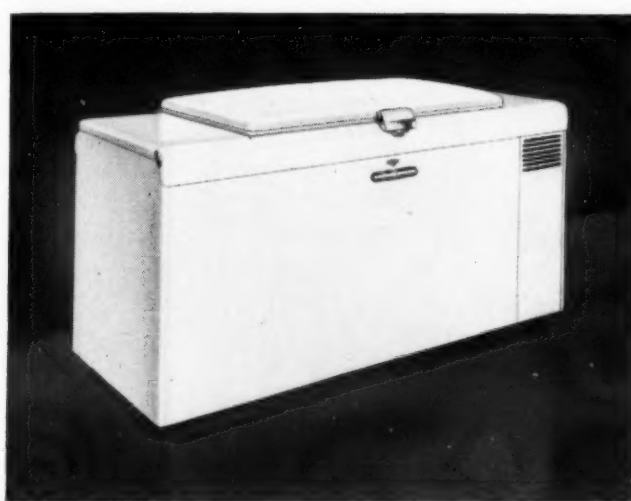
Today there are Frigidaire Food Freezers serving in hundreds of thousands of city and farm homes, and in many kinds of business enterprises everywhere. Millions on millions of people are served from Frigidaire ice cream cabinets and from Frigidaire self-service display cabinets in countless retail stores throughout the nation. And there are endless uses of Frigidaire low-temperature cabinets for the special cooling requirements of manufacturers, processors and institutions.

For more than a quarter of a century, Frigidaire has been a dominant factor in the low-temperature cabinet field. Many of the significant improvements in low-temperature cabinet design, engineering and development have come and will continue to come from Frigidaire ... known throughout the world as the most important name in refrigeration!

Today ... Three complete lines of Frigidaire low-temperature cabinets



Frigidaire Ice Cream Cabinets for 1951 are beautifully styled by Raymond Loewy. Powered by the famous Frigidaire Meter-Miser mechanism, they offer the maximum in space economy, in quality construction, in utility and convenience.



Frigidaire Food Freezers—the last word in modern food-keeping convenience for farms, restaurants and homes—are solidly backed by Frigidaire's twenty-eight years of experience in the building of well over half a million low-temperature cabinets.



Frigidaire Zero Self-Servers, for ice cream and frozen foods, are available in a wide range of sizes. The utmost in storage capacity, interior flexibility and dependability, their attractive appearance stimulates impulse buying. Merchandiser optional.

Frigidaire



America's No. 1 Line of Refrigeration and Air Conditioning Products

Food Preservation Program

Role of Freezer Emphasized In U. S. Department of Agriculture Plan To 'Grow More, Preserve More, Use More' Garden Foods

WASHINGTON, D. C. — Public awareness of the vital importance of home freezers and locker plants in the defense effort is being increased by an expanded National Garden and Home Food Preservation Program now in progress.

This 1951 program has the support of federal officials, defense planning agencies, the Civil Defense Administration, and national organizations. It is similar to the Victory Garden Program of World War II. The program is being carried out under the auspices of the State and Federal Cooperative Extension Services in collaboration with the United States Department of Agriculture. It is expected to give added impetus to already-existing garden and food preservation activities.

The program was inaugurated earlier this year in accordance with the recommendations of an advisory committee of national garden leaders. The group met here at the invitation of Secretary of Agriculture Charles F. Brannan, who approved the expanded campaign.

Goal of the program is to "grow more, preserve more, use more." It was proposed that this be accomplished by:

1. Expanding existing garden programs.
2. Strengthening educational work on producing, preserving, and utilizing fruits and vegetables, and improving diets.

3. Encourage city people without gardens to preserve fruits and vegetables that are available in quantity on local markets.

4. Encourage home production and preservation of tomatoes and leafy green and yellow vegetables in view of recent nutritional studies which point out the value of these in diets.

Secretary Brannan believes that expansion and intensification of gardening and food preservation are needed and will contribute material strength to national defense.

Aid to National Health

Such a program, said the Agriculture Department's Extension Service, "will fortify the health of the nation by helping to provide nutritious diets; assure an adequate reserve of essential food supplies; make the family food dollar go further; and relieve bottlenecks of transportation, manpower, and packaging materials by increasing home and community production and conservation of fruits and vegetables."

The Extension Service indicated that home freezers and locker plants will play important roles in the project. In an outline of the program, the agency noted that home freezer sales have averaged 35,000 to 40,000 a month during 1949-50, and that it is estimated there are between 2.4 and 3 million freezers in service today.

Facilities for freezing foods have increased greatly since 1944, it was pointed out. There were 11,596 locker plants operating in 1950, more than double the number in 1944, the Extension Service said.

The agency stated that the transportation shortage seemed to be limiting the availability of home freezers and packaging materials for frozen foods. But it stressed that the Office of Materials and Facilities, Production and Marketing Administration, was appealing to the National Production Authority for larger allocations of materials for the processing and preservation of foods.

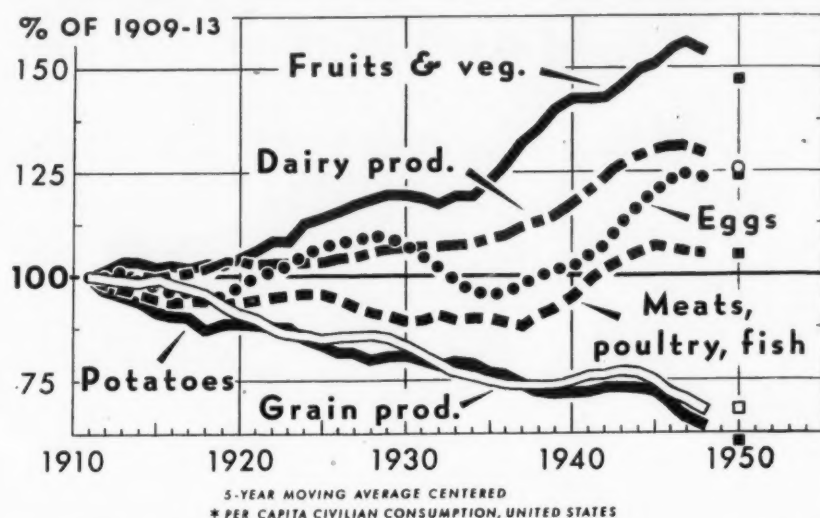
The program calls for the support and cooperation of state and municipal officials, garden clubs, youth groups, women's organizations, service clubs, industrial, community, and civic organizations, churches, and all media of public information.

Group Coordination Asked

Governors of all states have been asked to reactivate or establish state garden and home preservation committees to coordinate and mobilize support for state and urban programs. Local groups are urged to sponsor gardening and home food preservation programs.

Since the greatest need for the production phase of the program is among individual home gardeners, major emphasis is being placed on

TRENDS IN OUR EATING HABITS*



MORE FRUITS AND VEGETABLES were consumed by U. S. citizens than any other single food category. Department of Agriculture survey shows that persons who garden develop a taste for fruits and vegetables which becomes a permanent part of their eating habits. Home freezers and locker plants offer a major means of preserving this home garden produce.

educational work at the neighborhood level, under local leaders, both rural and urban.

NFFLI Ready To Help

Commercial producers and processors of food products are invited to cooperate by giving advice and counsel. The National Frozen Food Locker Institute has already pledged its support and offered to provide any technical or educational material needed.

The Extension Service suggests that commercial growers, freezers, and canners be included on local garden committees to assist particularly with the conservation phase of the program.

In this connection, the agency recommends use of the Agriculture Department's bulletin on "Home Freezing of Fruits and Vegetables." It also calls attention to the fact that in many cities and towns, community food preservation centers can make available much helpful information.

The National Garden Institute and other horticultural organizations are assisting in the program to supplement efforts of the Agriculture Department and its Cooperative Extension Service.

Establish Garden Centers

It was suggested that garden centers in larger towns and cities can be established by garden clubs and other interested groups in cooperation with county extension agents.

"Experienced members of local garden and home demonstration clubs or other qualified persons can be available at these garden centers to give advice and information on availability of garden space, community gardens, production methods, canning, freezing, utilizing, and the like," the Extension Service further stated.

The advisory group which recommended the program to Secretary Brannan was composed of Extension leaders from several states, garden

editors, educators, garden club officials, commercial vegetable growers, canners, and seedsmen. The group emphasized the diet and health improvement which could result from a widespread garden and food preservation program.

Among the group's recommendations were these:

That the necessary steps be taken to assure an adequate supply of equipment essential to the program.

That material on tasty and varied ways of serving and using canned, dried, and frozen food should be provided.

That simple and uniform canning and freezing instruction should be furnished by all agencies and groups providing such information.

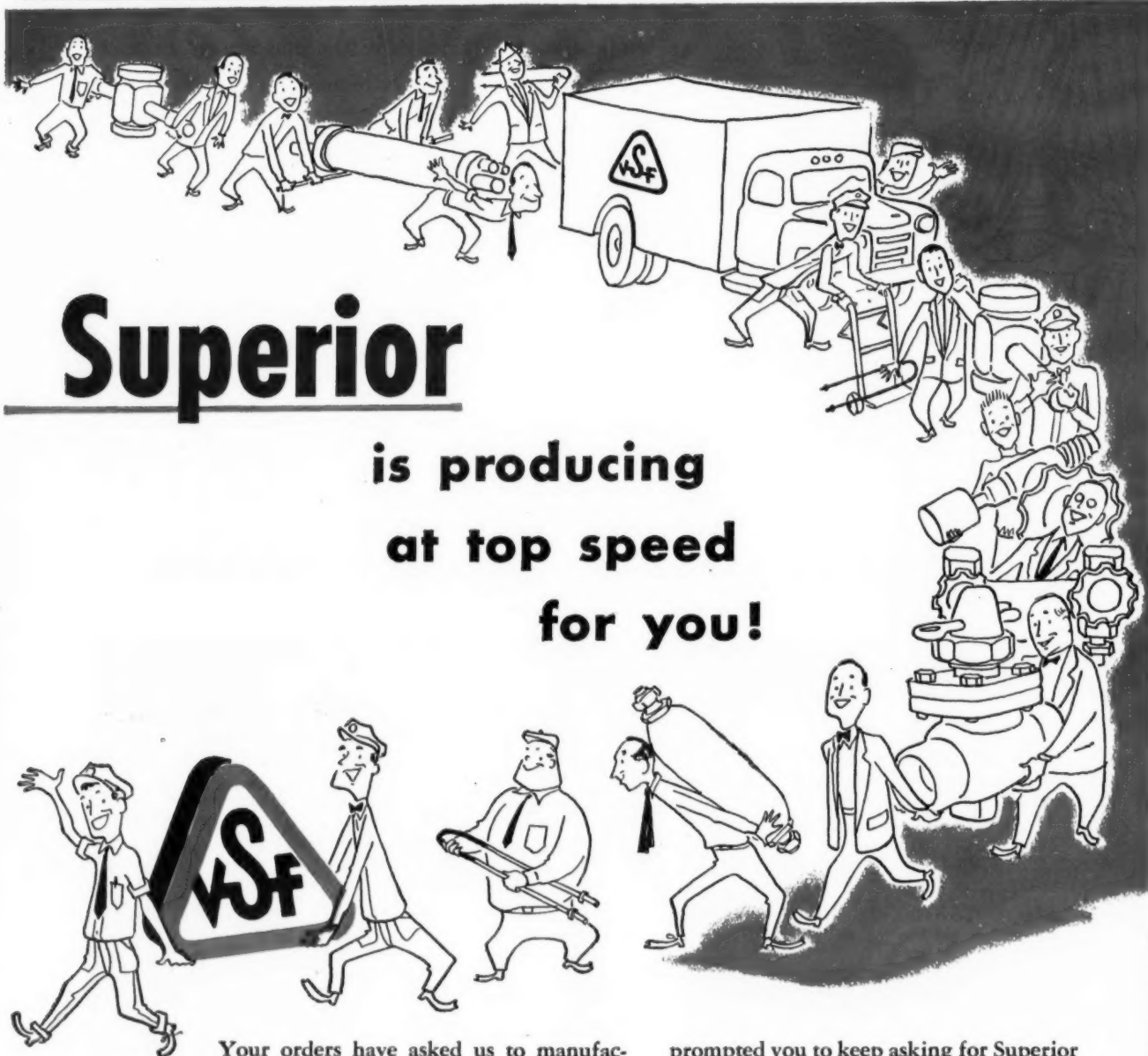
That most effective use of community-school, frozen food locker, and institution food preservation facilities should be considered.

Improved Diet Habits for Families on Limited Budget

Commenting on the program, Secretary Brannan declared: "The value of home garden production in improved diets and health of our people, particularly those families with limited food budgets, is especially important under these present conditions."

"Also, a home garden can help to overcome the poor food habits and lack of knowledge of good nutrition among families that have ample funds to spend for food. Families that take up gardening seem to develop a taste for vegetables and fruits that has a permanent effect on their consumption habits," Brannan commented.

Declared Millard Caldwell, Federal Civil Defense Administrator: "The program can make a contribution to civil defense in that food thus produced and conserved in the homes will be a safety factor and should strengthen national defense, and contribute to the health and morale of our citizens."



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Smooth rounded corners. Smart lines accented by debossed front panel, chrome trim, maroon and gold emblem. Three models: 8.5, 13, and 16 cu. ft., offering wonderful sales, merchandising opportunities.

COMPLETE LINE—Be sure too, to get all the facts on Quicfrēz value packed refrigerators. Three sizes: 4, 6, and 8 cu. ft. Smart in looks. Loaded with features, AND PRICED RIGHT. See... Stock... and sell Quicfrēz... the line with "eye and buy" appeal. Made by pioneer manufacturer of refrigeration equipment.



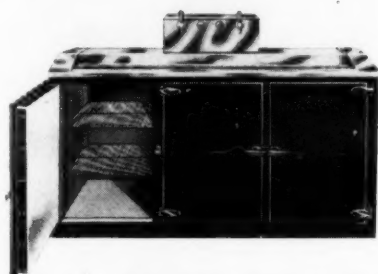
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FREEZERS & REFRIGERATORS
SANITARY REFRIGERATOR CO., FOND DU LAC, WIS.

A PAGE FULL OF PROMISE



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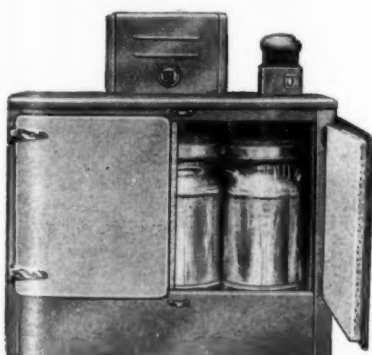
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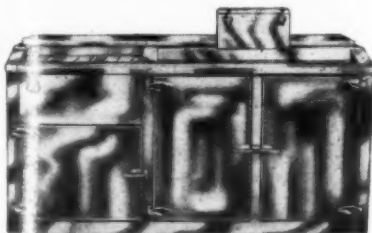
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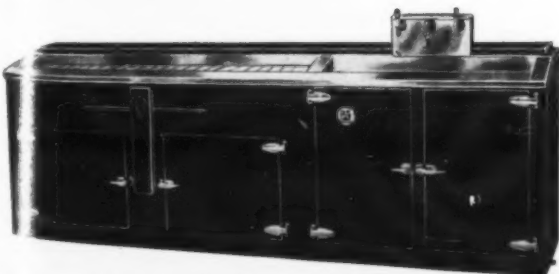
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It's just good sense to put your trust in products that hold such promise of complete customer satisfaction. Year after year La Crosse makes good this promise in outstanding design, careful workmanship, low price and special consideration for consistent high performance.

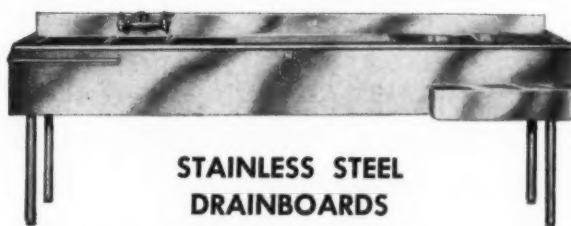
Just as sure as there's a promise of hot weather to come, in the sunny spring days of May—there's a time honored pledge of quality in all the tested and proved La Crosse products.

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Yukon Walk-In Cooler features tongue in groove construction for "leak proof" fit . . . steel lag screws and steel pods for tight assembly . . . asphalt application for securely sealed joints and seams. New corner construction (one piece angle type) and standard 2' and 3' prefabricated sections allow flexibility of size. Sturdily constructed large door equipped with heavy hardware.



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#582 towel ring, #481 towel bar, and
#583 liquor trough.

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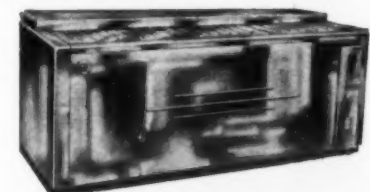
12 TRAY ESKIMO CUBE MAKER



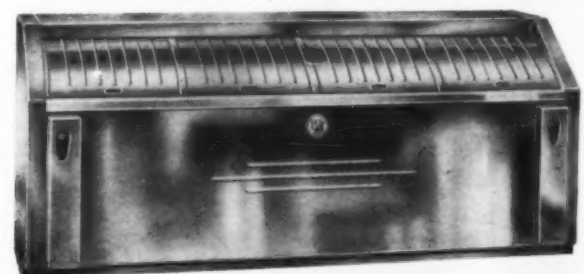
21 TRAY ICE CUBE MAKER



HI-BOY MIX COOLER



**THE BLUEBIRD
DRY STORAGE COOLER**



LA CROSSE BOTTLE COOLER

INSIDE DOPE

by GEORGE F. TAUBENECK

(Concluded from Page 1, Column 1)

"There is no device whatever to be invented for securing happiness without industry, economy, and virtue.

"One who takes a favor or submits to patronage demeans himself. He falls under obligation. He cannot be free. . . .

"In a free country all propositions to DO SOMETHING for the working classes have an air of patronage and superiority. . . .

"The reformers want to get a majority, that is, to get the power of the state, and to MAKE OTHER PEOPLE do what the reformers think it right and wise to do."—William Graham Sumner.

"The income (from taxes, etc.) and the present debt of the national government are in exact proportion to a man earning \$4,000 a year and owing \$27,000. Rather than being reduced by payment, the man's debt continues to increase at the rate of \$550 per year. His expenses exceed his income by that amount."—Boeing News.

"When a politician buys a few votes with his own money that's bribery; when he buys a few million with money from other people then he's a Great Humanitarian."—Farm Journal.

"Opponents of the Socialist state say that it would replace rugged

individualism with ragged individualism."—Pathfinder.

"We shall force the United States to spend itself into ruin."—Lenin.

"The universe is entertainment enough if we do not try to read or anticipate its plot. . . . This tremendous, monstrous Whodunit has never been solved."—Lin Yutang.

"Advertising is accumulative and if you analyze your advertising too closely, you will analyze yourself out of business."—Richard Sears (guiding genius of Sears, Roebuck & Company.)

"Life is short and God approves of Joy."—Lin Yutang.

"The ancient American brooded on happiness, the modern American broods on unhappiness and despair."—Lin Yutang.

"If professionals will allow religion to grow and become perennially fresh with one-tenth of the enthusiasm with which man renovates his Buick or his Studebaker, religion can become vital again, which of course it is not, and the professionals know it."—Lin Yutang.

"The immense fraud in the name of Freud is unbelievable. . . . A lot of modern psychology is often a study of the moron, for the moron and by the moron."—Lin Yutang.

"The adage that advice is cheap is the bunk. In modern business, advice is the most costly commodity on the market. The average businessman will not go to the washroom till he first consults an expert. Having

become a man of distinction he thinks his head is too precious to use and must be stored away like rare old china."—Malcolm W. Bingay.

"When we get to the place where we pay more attention to this high-chair, we will have less need for the electrical chair."—Lewis Lawes.

"Average woman: One who is always a wish ahead of her budget."—Mrs. Charles Smock.

Add Sales Stories

"A good salesman is one who can influence successfully a high average of those whom he interviews, inducing them to purchase, at a profit, that which he has to sell.

"A good salesman continually is sowing seeds which will ripen into future sales.

"A satisfied customer, made so by an honest, intelligent salesman, not only will buy again, himself, but will bring his friend to buy, too. This means future sales."—C. F. Hot-maker in the Sales Log, published by Georgia Power Co.

More About Dubious Statistics

"Statistics take a long time to compile and co-relate and simmer down and serve up in a palatable form, and by the time they're ready for the table, the chances are they ain't any good any more on account of having been replaced by some new facts and figgers.

"We saw the true value of the statistical survey in the late presidential election, when all hands were

dead wrong, where the whole scene changed in a matter of days or weeks, at most."—Robert Ruark.

Add Salesman Stories

A good salesman is resourceful. This was amply illustrated by the Kansas representative of a large maker of limburger cheese who, before the advent of the automobile, covered his territory by rail.

He was on the road for weeks at a time. So it was necessary for him to carry along about a hundred pounds of samples of his fragrant commodity. Between stops these samples rode in the baggage car.

The odor wasn't so bad in winter, but during summer's 100-degree heat, it caused great suffering among baggagemen. In fact, so loud and anguished became their cries that the railroad refused to transport the salesman's limburger samples between the months of May and October.

But that didn't defeat our salesman friend. With admirable ingenuity he hit upon the idea of buying a coffin and using it as a container for his supply of samples.

En route, he'd make occasional appearances in the baggage car to shed a few tears over the "dear-departed."

At high noon of one particularly suffocating Kansas day, he arrived in the aroma-laden baggage car to find the man in charge desperately hanging out the open door, clawing in chunks of fresh air.

"Relative of yours?" asked the suffering baggageman.

"Yes," sobbed the salesman, "my dear Cousin Mabel."

"Well, anyhow," gasped the other comfortingly, "you can be sure she ain't in no trance."

Add Kid Stories

To all essayists we commend the clarity, brevity, and general interest of the following from the pen of an 8-year-old who wrote an essay on "What My Dog Means to Me."

"My dog means somebody nice and quiet to be with. He does not say 'do' like my mother, or 'don't' like my father, or 'stop' like my big brother. My dog and I sit together quietly and I like him and he likes me."

Why So Many Questionnaires?

Rule for making yourself unpopular with businessmen these days: send them another questionnaire.

Most executives are questionnaire-dizzy. Every mail brings them another truckload of forms to be filled out in sextuplicate, questionnaires asking for information which requires patient research through voluminous files, reports to be filled out in a form that calls for intricate translation and permutation, and information on which no records have ever been kept.

Each year Congress tries to decide how to raise some X billions of dollars in taxes. In stipulating how much each income bracket shall pay in personal taxes, Congress usually has access to three sets of estimates as to just how many people are in each group, and what were their total earnings.

These estimates come from the Bureau of the Budget, the Department of Commerce, and the Treasury Department. Annually, each seems to have little relation to the other. Why the wide variation? Primarily, those estimates are based on "sampling." This is the Gallup Poll technique. You collect a few "typical" figures, weight them according to a complicated formula, then multiply astronomically to get your total. Thus an original error can be magnified outrageously.

All the Washington statisticians we have yet encountered are devotees of this school. It is taught, we understand, in many leading universities and graduate colleges. No doubt, in a nation the size of the United States, it provides the only practical method of arriving at many statistical estimates.

It does worry us, however, to note the blind acceptance of statistics obtained by this technique. Officials are too prone to request their subordinates for certain statistics—and then, when they get said "statistics,"—accept them without questioning how they were arrived at or probing the

possibilities of gigantic errors. Thereupon these administrators quote said Silly Statistics and act upon them as if they were absolutely the last word in accuracy.

We are not prepared to debate the merits of the "sampling technique." What we do say is that the original data on which it is based must be pretty darned good or the end result is going to be sad.

In some cases, subsidized statisticians have taken the height of the Washington monument, multiplied it by the cubic inches of unburned tobacco found by scrubwomen in pipes left on desks of Temporary Building R on the night of June 13, added the years spent by Washington stenographers in restrooms, divided this statistic by the number of lawyers President Truman hired last January—who are still trying to find out what they're supposed to do—and finally arrived at the number of flare nuts which should be exported to Graustark in the third quarter of the United Nations' calendar year.

Now! Do you see why filling out questionnaires may be desperately important? If the samplers start with inadequate information, the results, in the words of the Old Mar from Poree in that notorious limerick, are apt to be "most 'orrid."

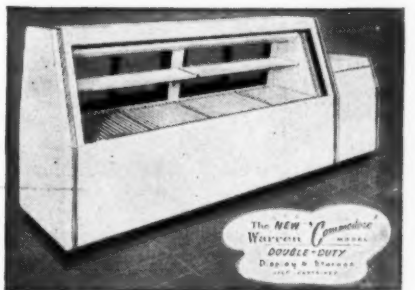
Obviously if any one of us thought his personal tax bill was going to be affected by several hundreds of dollars because some group of statisticians didn't have enough information to go on, and were "extrapolating" data which was wrong in the first place, we'd certainly fill out any questionnaires sent to us by such statisticians with alacrity.

What's the answer to this dilemma? How can we relieve income-earners from some of the burden of filling out tremendous forms, and at the same time provide the Treasury Dept. with the information it needs to make the decisions that so deeply affect those very earners?

Our own view, based on rather harrowing personal observations, is that the wrong people are asking the questions. All questionnaires should be drawn up by somebody who understands an industry from top to bottom. The questionnaire drawer-upper should know in what form the industry keeps its information, and should call for information that is readily available.

What's more, the only information asked for should be significant.

WARREN "COMMODORE" SELLS MORE FRESH MEATS



THE Warren COMMODORE Display-and-Storage Case, Model CDS, keeps meats bright-red fresh and salable for days. The 12-tube coil in the top of the display compartment does the trick. There is also a finned coil in the roomy storage compartment below. The condensing unit is housed in the two-foot extension counter.

The price of the Warren COMMODORE is lower than that of any comparable case—actually lower than the prices of two years ago! When you install a Warren COMMODORE, you get economical, efficient operation at an unbelievably low original cost.

The COMMODORE comes in six-, eight-, and ten-foot lengths and is made to give years of dependable service. This porcelain-enameled case is fully insulated with Ultra-lite; it has thermostatic temperature control and Warren's hot-gas defrosting system, manually operated simply by turning a valve. It is 33½ inches wide.

Profits go UP with the COMMODORE's superior performance and outstanding display—at a price you'll really appreciate!

For literature and detailed information write to THE WARREN COMPANY, INCORPORATED, P. O. Box 1436, Atlanta 1, Georgia.

(Advertisement)

HENRY

really gives you something extra

a few of many outstanding advantages

IN PACKLESS VALVES, still the only Balanced-Action valve on the market—no extra cost

IN STRAINERS, forged brass end caps with integral fittings, reinforced screen, large filtering area, distortion-proof clean-out flange

IN DRIERS, forged brass end caps with integral fittings, natural finish, Abso-Dry pressure sealed, dispersion tube and extra capacity

IN WING CAP VALVES, greater flow, bolted bonnet and self-aligning stem disc

IN RELIEF VALVES, diaphragm construction, positive controlled cushion reseating with relief capacity that meets latest code requirements

IN AMMONIA VALVES, compact and strong, self-aligning stem disc

IN ALL HENRY PRODUCTS—ADVANCED FIELD-PROVEN DESIGN AND CONSTRUCTION

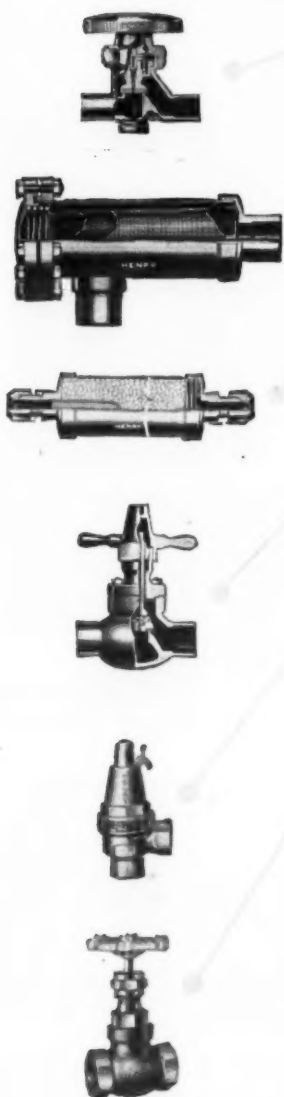
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HENRY VALVE CO.



Valves • Driers • Strainers • Control Devices and Accessories for Refrigeration, Air Conditioning and Industrial Applications

MELROSE PARK, ILL. (CHICAGO SUBURB)
CABLE: HEVALCO, MELROSE PARK, ILLINOIS



Hailed by the Buying Public as the WORLD'S EASIEST-TO-USE FREEZER



MODEL EH-121

Exclusive New
SLOPING-FRONT
PHILCO



Puts 70% of the
storage space above
knee level



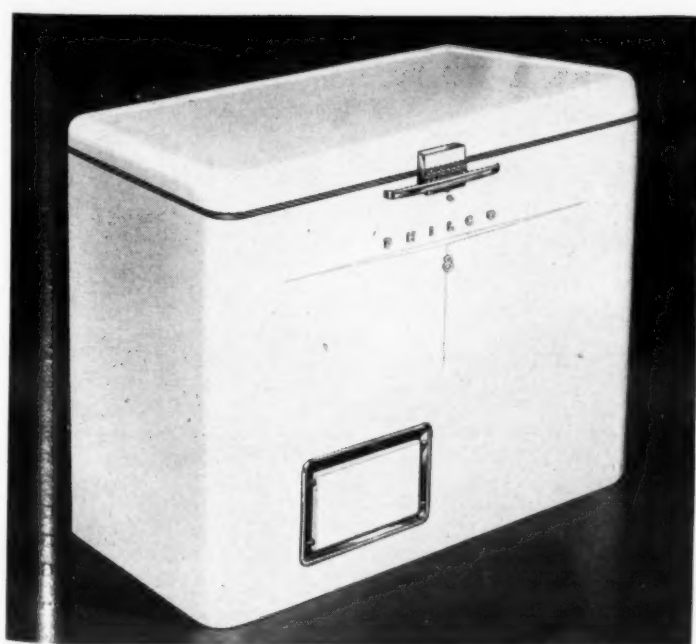
Slopes in to the
bottom so you can stand
closer comfortably

No wonder the new Philco is the most wanted home freezer in America today! It's the answer to a home maker's dream of the *ideal* freezer!

Combined with its sparkling new design is every luxury and convenience feature buyers are asking for. The new Philco has them *all*, including Easy-Lift Storage Baskets, Automatic Interior Light, Counterbalanced Lid and Automatic Guardian Bell.

For sharp freezing, set the temperature as low as 15° below zero—then easily reset it for economical zero storage, with a turn of the control dial.

Modern Philco design gives huge storage capacity in cabinets that fit readily in the average home. Yes, only the new Philco freezer meets all needs so well.



MODEL FH-81

2 Fast Selling Sizes

12½ cu. ft.
holds 435 lbs.
of frozen foods

8.1 cu. ft.
holds 280 lbs.
of frozen foods

PLUS EVERY DELUXE FEATURE



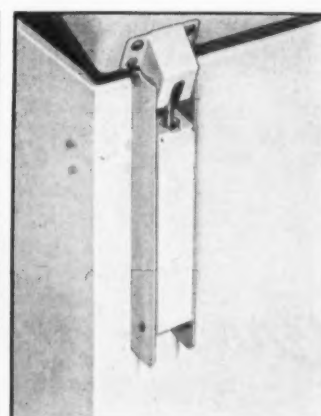
**EASY-LIFT FOOD
STORAGE BASKETS**



**AUTOMATIC
INTERIOR LIGHT**



**TRANSPARENT PLASTIC
UTILITY TRAY** MODEL
EH-121



**COUNTERBALANCED
LID HINGES**

ALSO **TEMPERATURE CONTROL** adjusts for "Sharp freezing" and "zero storage".

GUARDIAN BELL warns if current fails. Battery operated.

A LATCH YOU CAN LOCK to guard contents from unauthorized persons.



Home Freezer Specifications

Ben Bar (Aug. G. Barkow Mfg. Co.)

Aug. G. Barkow Mfg. Co., 2230 S. 43rd St., Milwaukee, Wis.

Chest or upright type	Upright	Upright
Model No.	F-14	D-17
Separate freezing section?	No	No

DIMENSIONS (In Inches)

Interior: Height	43½	45½
Width	32	34
Depth	17	19
Exterior: Height	68	71
Width	40½	42½
Depth	25	28½

CAPACITY (In Cu. Ft.)

Freezer compartment	13.8	17
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INTERIOR EQUIPMENT

Shelves (No.)	3	3
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INSULATION

Kind	Fibreglass	
Thickness: (In Inches)		
Top	4	4
Sides	4	4
Bottom	4	4
Door	4	4

DOORS

Number	1	1
Provision for locking?	Yes	Yes

WEIGHT (Lbs.)

Net	510	610
Shipping	546	662

REFRIGERATION EQUIPMENT

Cooling medium	Plate
Refrigerated surface area (sq. ft.)	22.08
Compressor:	
Make	Tecumseh
Sealed or open	Sealed
Location on freezer	Bottom
Refrigerant	"Freon-12"
Make of control	Ranco
Accessible for user adjustment?	Yes
Location	Lower compartment
Condenser: Type	Finned
Forced or natural convection	Forced

CONSTRUCTION AND FINISH OF:

Cabinet	Steel
Interior liner	Steel
Material in evaporator	Steel

PROTECTION PLAN

Guarantee	One year
Warranty	Five years (extra)

SPECIAL FEATURES

Removable lower section for installation in basement.	
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Harderfreez (Tyler Fixture)

Tyler Fixture Corp., 1329 Lake St., Niles, Mich.

Model No.	HC13D	HC18D	HU13FD	HU18FD	HU30FD
Chest or upright type	Chest	Chest	Upright	Upright	Upright
Separate freezing section?	No	No	No	No	No

DIMENSIONS (In Inches)

Interior: Height	25	25	45½	44½	46
Width	46½	84½	26½	38	52
Depth	20	20	18½	20	20
Exterior: Height	36	36	69	69	74
Width	68½	84½	34½	46	60
Depth	28	28	28	28	30

CAPACITY (In Cu. Ft.)

Storage compartment	13.21	18	13.03	18	30
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INTERIOR EQUIPMENT

Partitions (No.)	4	6
Shelves (No.)	2	2	3
Baskets (No.)	1	2

INSULATION

Kind			Fibre Glass		
Thickness: (In Inches)					
Top	4	4	4	4	4
Sides	4	4	4	4	4
Bottom	4	4	4	4	4
Door	5	5	5

LIDS OR DOORS

Number	1	1	1	2	2
Lid support	Yes	Yes
Provision for locking?	Yes	Yes	Yes	Yes	Yes

WEIGHT (Lbs.)

Net	400	500	460	650	750
Shipping	550	640	590	750	960

REFRIGERATION EQUIPMENT

Cooling medium	Plate type
Refrigerated surface area (sq. ft.)	Model HC13D, 16.14; HC18D, 21.70; HU13FD, 17.20; HU18FD, 24.90; HU30FD, 52.78
Compressor:	
Make	Kelvinator
Sealed or open	Sealed
Location in freezer	Models HU13D and HC18D, left-hand end; others models, below
Refrigerant	"Freon"
Make of control	Ranco
Accessible for user adjustment?	Yes
Location	Models HC13D and HC18D, left-hand end; other models, compressor comp.
Condenser: Type	Finned
Forced or natural convection	Forced

Warning Device:

Light	Models HC13D, HC18D, and HU13FD
Buzzer	Models HU18FD and HU30FD

CONSTRUCTION AND FINISH OF

Cabinet	Welded steel, baked enamel finish
Interior liner	Welded steel, baked enamel finish
Material in evaporator	Steel

PROTECTION PLAN

One year guarantee and four year (unit) replacement contract.	
Is food insurance offered?	No

SPECIAL FEATURES

Chest models: Heavy-duty center plate coil. Upright models: Plate coil shelves.	
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Col-Temp (Simplex Mfg. Co.)

Simplex Mfg. Co., 1135 Third St., Oakland 20, Calif.

Model No.	13	21	FC
Chest or upright type	Upright	Upright	Farm Chest
Separate freezing section?	No	No	No

DIMENSIONS (In Inches)

Exterior: Height	69	70	37½
Width	40	49½	108½
Depth	28	28	32½

CAPACITY (In Cu. Ft.)

Storage compartment	13	21	20
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INTERIOR EQUIPMENT

Partitions (No.)	2	2	1
Shelves (No.)	6

INSULATION

Kind			Ultralite
Thickness: (In Inches)			
Top	5	5	5
Sides	5	5	5
Bottom	6	6	6
Door	4	4

LIDS AND DOORS

Number	1	2	2
Lid support	No	No	No
Provision for locking?		If Desired	

WEIGHT (Lbs.)

Shipping (approx.)	750	800	800
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PRICE, suggested retail	\$545.00	\$835.00	\$700.00
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REFRIGERATION EQUIPMENT

Cooling medium	Plate type
Compressor:	
Make	Tecumseh
Sealed or open	Sealed
Location in cabinet	Bottom
Refrigerant	"Freon"
Make of control	White-Rodgers
Accessible for user adjustment?	Yes
Location	Unit comp.

Condenser: Type

Finned

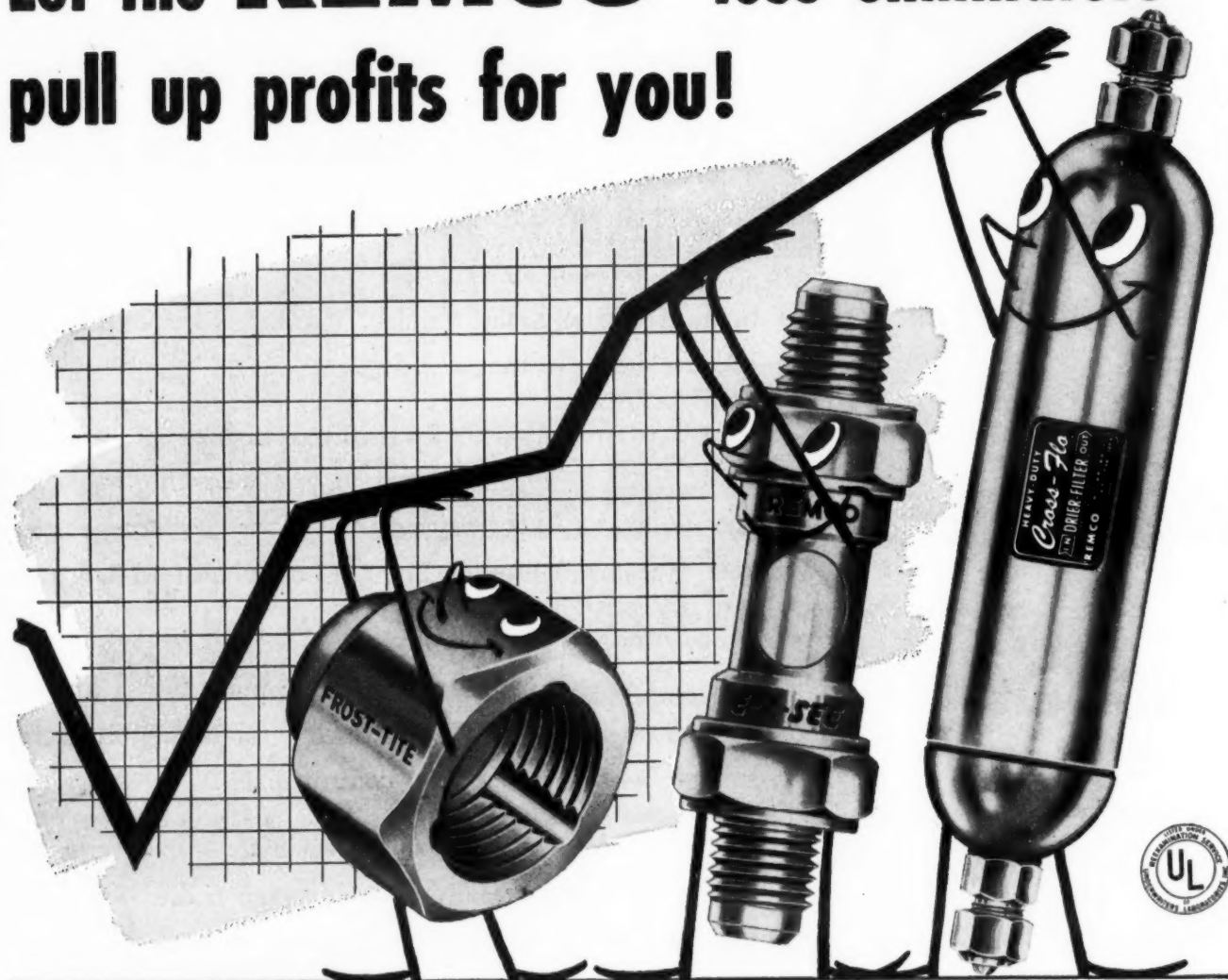
CONSTRUCTION AND FINISH OF

Cabinet	Paintgrip steel
Interior liner	Aluminum
Material in evaporator	Copper

PROTECTION PLAN

Warranty	One year free warranty; 5-year warranty for \$8.00
Food insurance offered?	No

Let the **REMCO** "loss eliminators" pull up profits for you!



FROST-TITE eliminates losses from loosened and cracked flare nuts —

In Frost-Tite flare nuts, forged frost-relief slots provide relief for expanding ice within the nut, and thus no force is created to cause loosening, splitting, or cracking. Cost no more than ordinary flare nuts—are ideal for use anywhere in the system.

E-Z-SEE eliminates losses from leaking liquid indicators —

With E-Z-See, you are assured of the following definite advantages: (1) E-Z to see thru—both sides of the body are open to let in light (2) Positively leakproof—can't leak because springs automatically maintain just the right force to form a positive seal around the glass (3) Perfectly Safe—glass is protected for safety at pressures up to 500 psi.

Cross-Flo eliminates losses from clogged driers and expansion valve freeze-ups —

Now improved with new super-strength REMCAL Molded Drying Element and new Fibreglass Depth Filter. Withstands the severest shock and vibration; powdering and dusting absolutely eliminated; efficient at liquid line temps. up to 150° F. and dew point as low as 60° F.

— Send for Literature and Prices —

CARRIED IN STOCK BY LEADING WHOLESALERS EVERYWHERE
West Coast warehouse stock at: 2103 So. San Pedro, Los Angeles, Calif.
EXPORT DEPARTMENT: Melchior, Armstrong, Dessau—Ridgefield, N. J.





Victor QUICKFREEZE

A Natural!
7

REASONS WHY

You should be proud to sell the VICTOR Quickfreeze

Victor Quickfreeze is a Natural answer
to today's high cost of Food Bills.

In addition, the Victor Quickfreeze
is a Natural to help the
nation's economy in its war
emergency. Every Victor Quickfreeze
you sell helps to —

- Stimulate Food Production
- Reduce Food Waste

- Preserve more kinds of food
- Lessens the load on transportation
- Help stabilize food prices
- Promote better health
- Provide needed storage space

The Victor's precision design, rugged construction and careful
inspection insure minimum service requirements.

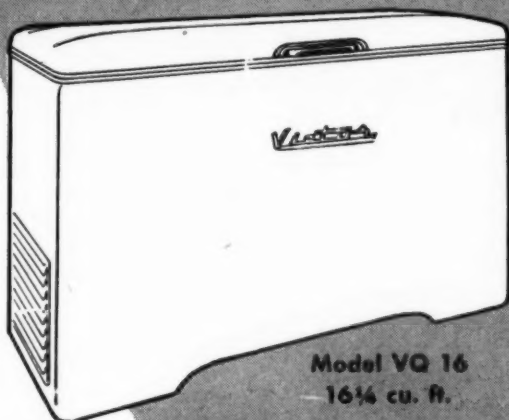
See specifications on page 24.



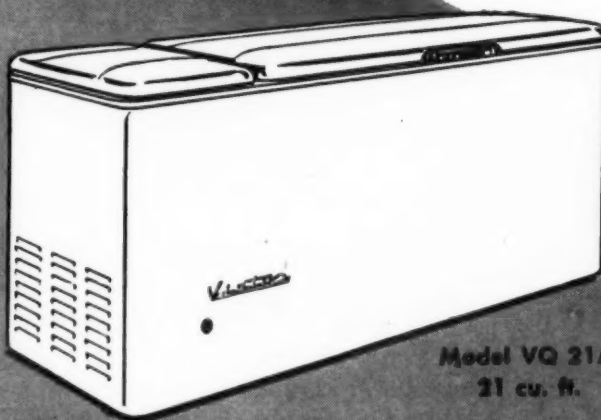
Model VQ 75
7.5 cu. ft.



Model VQ 9
9 cu. ft.



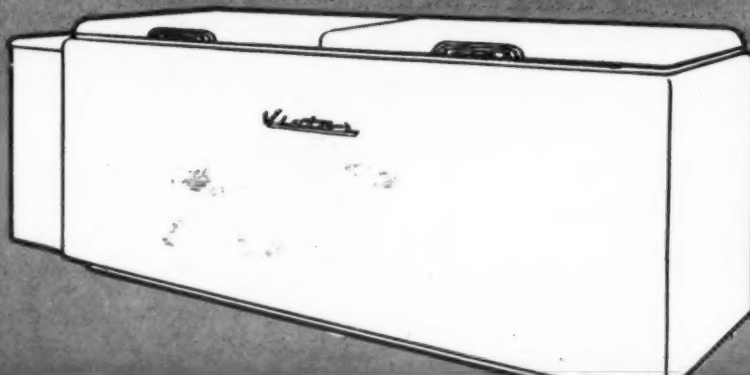
Model VQ 16
16 1/4 cu. ft.



Model VQ 21A
21 cu. ft.



Model VQ 12
12 1/4 cu. ft.



Model VQ 30
30 1/4 cu. ft.

NOTE: Delivery
on some models
indefinitely delayed
because of
material shortages.

Victor Products Corporation, Hagerstown, Md.

MANUFACTURERS OF THE FAMOUS VICTOR QUICKFREEZE



Carrier

* (Unico for United Cooperatives, Inc.)

DIMENSIONS (In Inches)

CAPACITY (In Cu. Ft.)

INTERIOR EQUIPMENT

INSULATION

LIDS AND DOORS

WEIGHT (Lbs.)

REFRIGERATION EQUIPMENT

Westinghouse

without disturbing stored load. Quick-freeze temperature of 10 to 15° below zero with 0° storage zone.

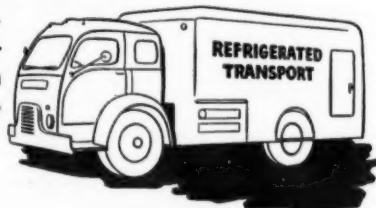


LET'S GET TOGETHER ON
Lehigh **HERMETICS**

1/4 HP thru 1/2 HP
Low Torque and Capacitor Types

LET'S GET TOGETHER ON TRUCK UNITS

Body builders, fleet owners, transportation companies, ice cream and frozen food distributors, vendors, etc., are all prospects in this rapidly expanding refrigeration activity. Lehigh is doing an outstanding job in truck units with a complete range of models for every purpose. Available



1/2 HP thru 3 HP

LET'S GET TOGETHER ON *Lehigh*
AUTOMATIC DEFROST UNITS

1/2 HP thru 3 HP
For use with any evaporator

—YES, WE BACK YOU WITH A
FULL LINE OF UNITS

- ★ **Water Cooled**—1/2—3/4—1
1 1/2—2—3—5 HP
- ★ **Air-Water Cooled**—1/2—3/4
1—1 1/2—2—3 HP
- ★ **Belt Driven Bare Compressors**—1/4 thru 5 HP
- ★ **Water Cooled Condensers**—
1/2 thru 3 HP

Special units as listed

**The LEHIGH TEAM was never in better position
to cooperate with you on all refrigeration problems.
Your inquiry is invited!**



Lehigh Manufacturing Co.

Plant: LANCASTER, PENNSYLVANIA
Export Department—39 Broadway, New York 6, N.Y.

IT'LL TAKE LOTS OF FOOD TO WIN!



MODEL SCF-8

The New Crosley Shelvador® Freezer with storage space for up to 267 pounds of frozen foods



CROSLEY
Home & Farm
FREEZERS

Today, faced with the tremendous task of building for national defense—and maintaining a healthy civilian economy, too—American industry and commerce have achieved an all-time employment peak.

Seeing that workers are properly nourished . . . are supplied with sufficient wholesome food—food that's readily available—that can be prepared with a minimum of effort and time . . . is a great task.

The American Home and Farm Freezer Industry—manufacturer and retailer alike—is proud of the many important ways in which

freezers are contributing to the nation's welfare . . . and will continue to bend all its united efforts toward helping to win the vital battle of supply.

● Freezers build America's health through better foods.

● Freezers stretch the country's food supply by cutting down waste and deterioration.

● Freezers ease the burdens of housekeeping and permit more women to spend more time in defense work.

● Freezers release valuable warehouse space by providing more food storage facilities at home.

The Pace-Setting Designs Are Coming from Crosley!

CROSLEY
DIVISION



Cincinnati 25,
Ohio

Better Products for Happier Living

Shelvador® Refrigerators • Freezers • Sinks • Garbage Disposers
Radios • Electric Ranges • Electric Water Heaters
Steel Kitchen Cabinets • Television

Home Freezer Specifications

Norge

Norge Div., Borg-Warner Corp., Merchandise Mart Plaza, Chicago 54, Ill.

Model No.	HF-8	HF-15	HF-23
Chest or upright type	Chest	Chest	Chest
Separate freezing section?	No	Yes	Yes

DIMENSIONS (In Inches)

Interior: Height	19 1/2	29 1/2	29 1/2
Width	32 1/4	52 1/2	75 1/4
Depth	20 1/4	20 1/4	20 1/4
Exterior: Height	38 1/2	36 3/8	36 3/8
Width	41	59	82 1/2
Depth	32 1/2	32 1/2	32 1/2

CAPACITY (In Cu. Ft.)

Freezer compartment	3.3	3.3
Storage compartment	8.0	11.9	19.8

INTERIOR EQUIPMENT

Partitions (No.)	2	2	4
Baskets (No.)	2	3	4
Light	Yes	Yes	Yes (2)

INSULATION

Kind	Fiberglass		
Thickness: (In Inches)			
Top	2 3/4	2 3/4	2 3/4
Sides	3 3/4	3 3/4	3 3/4
Bottom	3 1/2	3 1/2	3 1/2

LIDS

Number	1	1	2
Lid support	Yes	Yes	Yes
Provision for locking?	Yes	Yes	Yes

WEIGHT (Lbs.)

Net	235	310	420
Shipping	280	380	525

PRICE, suggested retail \$349.95 \$489.95 \$659.95

REFRIGERATION EQUIPMENT

Cooling medium Wrap around
Refrigerated surface area

(sq. ft.) Model HF-8, 14.33;
model HF-15, 28.82; HF-23, 38.27

Compressor:

Make Norge Rollator

Sealed or open Sealed

Location in cabinet Model HF-8,
below storage compartment;
all others, below freezer

Refrigerant "Freon-12"

Make of control Ranco

Accessible for user

adjustment? Yes

Location Right rear

Condenser: Type Finned

Forced or natural convection Model

HF-8, natural; others, forced

Warning device Light

CONSTRUCTION AND FINISH OF

Cabinet Enamel baked on steel

Interior liner Aluminum

Material in evaporator Aluminum

PROTECTION PLAN

Warranty One year on complete
freezer. Additional four years on
the sealed-in mechanism

Food insurance offered? No

Crosley

Crosley Div., Avco Mfg. Corp., 1329 Arlington St., Cincinnati 25, Ohio

Model No.	DCF-8	CCF-8	SCF-8	DCF-12	CCF-12	CCF-16	CCF-20
Chest or upright...	Chest	Chest	Chest	Chest	Chest	Chest	Chest
Separate freezing section?	No	No	No	Yes	Yes	Yes	Yes

DIMENSIONS (In Inches)

Interior: Height ..	23 1/2	23 1/2	23 1/2	27 1/2	27 1/2	31 1/2	29 1/2
Width ..	31 1/2	31 1/2	31 1/2	47 1/2	47 1/2	61 1/2	77 1/2
Depth ..	19	19	19	19	19	19	19
Exterior: Height ..	37	37	37	37	37	39	39
Width ..	39 1/2	39 1/2	39 1/2	55 1/2	55 1/2	69 1/2	85 1/2
Depth ..	30 1/2	30 1/2	30 1/2	30 1/2	30 1/2	30 1/2	30 1/2

CAPACITY (In Cu. Ft.)

Freezer compart...	3.1	3.1	5.0	3.1
Storage compart...	8.2	8.2	8.2	9.5	9.5	10.9	10.9

INTERIOR EQUIPMENT

Divider partitions (No.)	2	2	2	2	2	2	4
Baskets (No.)	2	2	2	2	2
Light	Yes	Yes	Yes	Yes	Yes	Yes	Yes

INSULATION

Kind	Glass Wool						
Thickness: (In Inches)							
Top (lid)	2 3/4	2 3/4	2 3/4	2 3/4	2 3/4	2 3/4	2 3/4
Sides	3 1/4	3 1/4	3 1/4	3 1/4	3 1/4	3 1/4	3 1/4
Bottom	3 3/4	3 3/4	3 3/4	3 1/4	3 1/4	3 1/4	3 1/4

LIDS

Number	1	1	1	1	1	2	2
Lid support	Counterbalanced						
Provision for locking?	Yes	Yes	Yes	Yes	Yes	Yes	Yes

WEIGHT (Lbs.)

Net	260	265	270	360	365	460	595
Shipping	328	329	338	418	429	540	659

PRICE

Suggested retail...	\$299.95	\$329.95	\$389.95	\$399.95	\$449.95	\$549.95	\$599.95
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REFRIGERATION EQUIPMENT

Cooling medium Wrap around
Refrigerated surface area

(sq. ft.) Models DCF-8, CCF-8,
and SCF-8, 20.7; models DCF-12
and CCF-12, 29.5; model CCF-16,
40.7; model CCF-20, 50.5

Compressor:

Make Tecumseh

Sealed or open Sealed

Location in cabinet Bottom,
left end

Refrigerant "Freon-12"

Make of control Ranco and
Cutler-Hammer

Accessible for user

adjustment? Yes

Location Models DCF-8 and
DCF-12, back; all others, front

Condenser: Type Finned

Forced or natural convection Forced

Warning device Light on
models CCF-8, SCF-8, CCF-12,
CCF-16, and CCF-20

CONSTRUCTION AND FINISH OF

Cabinet Welded, all steel, one
piece. Cabinet and interior liners

Bonderized for rust resistance,
two coats baked-on Dulux
enamel

Material in evaporator Copper

PROTECTION PLAN

Five-year warranty. One year un-
conditional guarantee on workman-
ship, plus four-year replacement plan
on compressor only.

Food insurance offered? No

SPECIAL FEATURES

Models CCF-8, SCF-8, CCF-12, CCF-
16, and CCF-20 contain tray for pies
and cakes. Models CCF-12, CCF-16,
and CCF-20 contain rack for freezer
jars. Model SCF-8 contains lid shelves
and automatic electric ice cream
freezer.

M'CORD
CONDENSERS

NO JOINTS

MAXIMUM HEAT
TRANSFER

FINES HAVE FULL FLANGE CON-
TACT ENTIRELY AROUND TUBE
AND ARE PERMANENTLY
BRAZED TO THE TUBE.

Write for Engineering
Information

M'CORD
CORPORATION
DETROIT

for all tubing or pipe

Handy Tube Bender

Sizes To Bend
3/4" O. D. to
1 1/2" O. D.

NO KINKS
OR FLATS
PORTABLE
AT LEADING SUPPLY HOUSES

HOLSCLAW BROS., INC.
408 WILLOW RD. EVANSVILLE, IND.

THIS LINE VALVE INSTALLS FASTER

*It holds
the screw
while you
drive it!*

GET

KEROTEST

IN-LINE

DIAPHRAGM PACKLESS

LINE VALVES

✓ **FULL FLOW**—wide passages, unrestricted flow pattern
assures minimum pressure drop.

✓ **REDUCED SERVICING**—fatigue-free, special alloy, non-perforated dia-
phragms practically eliminate replacements.

✓ **FOOLPROOF**—metal-to-metal seal back seating features permits safe dia-
phragm replacement under pressure if ever needed.

✓ **INSTALL FASTER**—special extended leg holds the mounting screws while
you drive them. Prove this yourself!

✓ **CONVENIENT**—comfortable handwheel design permits easy operation
from all positions even in cramped quarters.

*Check these
"Extra-Value"
Features*

Always Extra Value

at No Extra Cost

KEROTEST

Manufactured exclusively by
KEROTEST MANUFACTURING CO.

PITTSBURGH 22, PENNSYLVANIA

What size cold plate do you need?

WE CAN
SUPPLY THEM
"Job Tailored"
TO YOUR REQUIREMENTS



Yes, Dean makes a specialty of producing
plates in the exact size you need for a
particular job. You name the size — we
make it. You can have plates made in zinc

metallized steel, stainless steel, and in
other metals. You can get cylinders, U's,
angles, tanks, etc. Also plates for boudelot-
type coolers.



SEND FOR TECHNICAL DATA BOOK
DEAN PRODUCTS, INCORPORATED
1042 DEAN ST., BROOKLYN 16, N. Y.

4 reasons why HOME FREEZERS are important to our nation!

1-SAVE FOOD:

Foods quick-frozen by our homemakers in seasons of plenty—such as home garden produce; meats, as slaughtering schedules fluctuate, fish and game, etc.—represent a positive saving of much that otherwise is wasted.

2-PROMOTE NATIONAL HEALTH:

Home freezers help housewives maintain well balanced diets for their families by permitting quantity buying and storing, reducing the need for scanty "pick up" meals due to lack of shopping time—as well as by superior preservation of food.

3-HELP LEVEL PRICES:

By vastly increasing America's storage capacity and bringing a large segment of it to the housewife level, home freezers help smooth the peaks and valleys of food supply and demand, tending to stabilize prices.

4-GIVE HOMEMAKERS MORE TIME:

Shopping trips reduced to one a week or even less; baked goods prepared, ready-for-the-oven or ready-to-serve, weeks ahead of actual use—these are but two of many ways housewives' time is saved, hands freed for factory or organization work.



5 reasons why home-makers prefer the

Gibson

MODEL HF-1391 HOME FREEZER

When you handle *Gibson* electric ranges, refrigerators, and freezers you handle a fast selling line backed by one of the oldest names in the industry. Moreover, you handle products literally packed with sales-winning features—among them, many that have blazed new trails for all rivals to follow, many others that rivals have not yet "caught up with." For details of *Gibson* product-, promotion- and profit-superiority, ask your *Gibson* distributor or write to *Gibson* TODAY.



6,000,000 HOME APPLIANCES

PROVED IN USE THROUGHOUT THE WORLD SINCE 1877

GIBSON REFRIGERATOR COMPANY
GREENVILLE, MICHIGAN



QUICK FREEZE COMPARTMENT

Separate 102 pound capacity quick freeze compartment fast freezes food at 10° below zero.



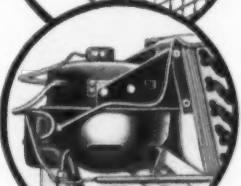
FINGERTOUCH LID

Exposes entire interior for convenience. Balanced to raise at a fingertouch.



MOVABLE BASKETS

Keep foods neatly arranged, easy to find and reach.



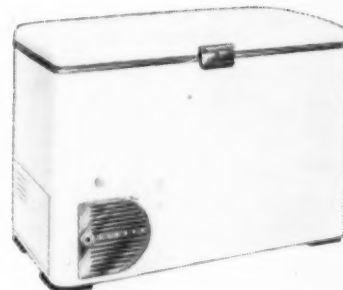
SEALED COMPRESSOR

Trouble-free and quiet, makes freezing economical and thrifty.



5-YEAR PROTECTION PLAN

Plus Special Warranty that insures you against food loss, due to mechanical failure, up to \$175.



Besides the popular 13 cu. ft. Gibson Home Freezer featured here, Gibson offers 10 and 18 cu. ft. Home Freezers to meet the varied needs of America's home economy.

Home Freezer Specifications

American

American Refrigeration Corp., 1025 E. Excelsior Ave., Hopkins, Minn.

Model No.	FD-8	FD-15	FD-22
Chest or upright type	Chest	Chest	Chest
Separate freezing section?	Yes	Yes	Yes

DIMENSIONS (In Inches)

Interior: Height	26 1/4	26 1/4	26 1/4
Width	40 1/8	64 7/8	89 3/8
Depth	18 1/2	18 1/2	18 1/2
Exterior: Height	39 1/4	39 1/4	39 1/4
Width	48 7/8	73 3/8	98 3/8
Depth	28	28	28

Bevco-Maid (Bevco)

The Bevco Co., Inc.
3316 S. Broadway, St. Louis 18, Mo.

Model No.	1 H 15
Chest or upright type	Chest
Separate freezing section? ..	No

DIMENSIONS (In Inches)

Interior: Height	26
Width	52
Depth	21
Exterior: Height	36
Width	80
Depth	27 1/2

CAPACITY (In Cu. Ft.)

Freezer compartment	15
Storage compartment	15

INSULATION

Kind	Fiberglas
Thickness: (In Inches)	
Top	2
Sides	4
Bottom	6

LIDS

Number	1
Lid support	Yes
Provision for locking?	Yes

WEIGHT (Lbs.)

Net	450
Shipping	500

PRICE, suggested retail.... \$475

REFRIGERATION EQUIPMENT

Cooling medium	Plate
Refrigerated surface area (sq. ft.)	32
Compressor:	
Make	Tecumseh
Sealed or open	Sealed
Open	Optional
Motor hp. rating	1/4
Location in freezer.....	End of cabinet, under louvered hood
Refrigerant	"Freon-12"
Make of control	Ranco
Is control accessible for user adjustment?	Yes
Location	On unit base
Condenser: Type	Finned
Forced or natural convection..	Natural
Warning device.....	Light, optional; buzzer, optional

CONSTRUCTION AND FINISH OF

Cabinet	Dupont standard white finish only
Interior liner.....	Galvaneal, cold plate white finish
Material in evaporator.....	Steel

PROTECTION PLAN

Warranty.....	One year on open; five years on sealed
Guarantee	One year

SPECIAL FEATURES

Cabinet can be used either domestic storage or commercial storage.

CAPACITY (In Cu. Ft.)

Freezer compartment	2 1/2	2 1/2	2 1/2
Storage compartment	5 1/2	12 1/2	19 1/2

INTERIOR EQUIPMENT

Partitions (No.)	1	2	3
Baskets (No.)	1	1	1
Light	Yes	Yes	Yes

INSULATION

Kind	Fiberglas		
Thickness: (In Inches)			
Top	4	4	4
Sides	4	4	4
Bottom	5	5	5

LIDS

Number	2	3	4
Lid support	Yes	Yes	Yes
Provision for locking?	Yes	Yes	Yes

WEIGHT (Lbs.)

Shipping	410	515	645
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PRICE, suggested retail

REFRIGERATION EQUIPMENT

Cooling medium.....	Wrap around
Refrigerated surface area (sq. ft.)	Model FD-8, 22; model FD-15, 31; model FD-22, 40
Compressor:	
Make	Tecumseh
Sealed or open	Sealed
Location in cabinet.....	Lower right
Refrigerant	"Freon"
Make of control.....	Ranco
Accessible for user adjustment?	Yes
Location	Right-hand end
Condenser: Type	Finned type
Forced or natural convection..	Forced
Warning device.....	Buzzer as accessory

CONSTRUCTION AND FINISH OF

Cabinet	White Dulux
Interior liner	Aluminum
Material in evaporator.....	Copper

PROTECTION PLAN

Warranty.....	One year and four years additional
Is food insurance offered?.....	No

"Our Roots are Deep"



about 100 years ago a group of colonists chose as their homeland a tract of rich prairie land with heavily timbered hills, on the banks of the Iowa River. This new homeland was named Amana.

The colonists built their homes and furniture from the raw materials at hand. They raised livestock, fruits and vegetables and their own sheep provided fleece for spinning and weaving their clothing.

As time went by, the colonies prospered. Because the colonists worked for their own common welfare, they set and maintained the highest standards of workmanship. Everything they turned out was a masterpiece of precision and quality.

This perfectionist attitude still prevails today at Amana, for throughout the years, the colonists became more and more skilled at their jobs and these skills were passed down from father to son.

Amana pioneered in the field of frozen food locker plants and rapidly became a leader in that industry. This wide experience in frozen food storage proved invaluable when Amana entered the food freezer field.

The rest is history. Today, Amana stands supreme as a pioneering manufacturer of America's finest food freezers...freezers that incorporate more quality features and offer the greatest of protective warranties... here is manufacturing perfection that truly reflects a century-old tradition of skilled craftsmanship.

*Yes, Amana's roots are deep
... and its aim is high!*

The Most Highly Respected Name in the Freezer Industry

AIRO stands for

Fast, dependable,
world-wide service.

Refrigeration and
Air Conditioning parts
and supplies.

Write for current Catalog

AIRO SUPPLY CO.

2732 N. Ashland Ave., Chicago 14, Ill.

California Distributor Uses Food Freezing Co. as Part of 'Dealer Clinics'

LOS ANGELES—A distributor who has developed an unusual angle on home freezer promotion is Sues, Young & Brown, Inc., southern California distributor for Coolerator.

The California distributor is setting up a series of "dealer clinics" based on home freezers. However, instead of the usual classroom lecture or demonstration, on Monday and Wednesday of each week, two tailors out of each selling territory are taken on a tour of the Beverly Hills Provision Co., on N. Highland Ave. here.

The executives of the food-freezing firm demonstrate to the dealers the uses to which a home freezer can be most effectively put. The food firm has found that close cooperation with home freezer dealers has considerably boosted sales of its own frozen foods.

Dickinson, Dee Join Amana Refrigeration

AMANA, Iowa — Appointments of W. J. Dickinson as a special representative in the sales department, and Robert F. Dee as head of market research department were announced by Geo. C. Foerstner, vice president and general manager of Amana Refrigeration, Inc. here.

Dickinson was formerly with Automatic Washer Co., Newton, Iowa, serving as vice president and general manager until he resigned to accept the position with Amana.

He was associated with the Newton firm for almost 20 years. Prior to that he was for many years with American Ironing Machine Co.

Dee, a graduate of the School of Marketing at Iowa university was formerly with Beech Aircraft Co., Wichita, Kans.

The services of the market research department will be made available to all Amana distributors, according to Foerstner.

To Avoid Misunderstandings Tennessee Home Freezer Dealer Demonstrates to Farm Wives What a Freezer Can and Cannot Do

WINCHESTER, Tenn. — Staging big, colorful demonstration programs in the store, aimed exclusively at farm wives, has helped James Miller, owner of Vaughan Hardware Co. here, to sell a large volume of home freezers.

Miller, a General Electric dealer, last year won a G-E regional home freezer sales contest as the result of his success with "selling the farm wife." During the contest, he accomplished such feats as selling 25 freezers in only 30 days.

The dealer believes that the major objective in selling the farm market is to clear up the "misunderstanding" which has spoiled possibilities with a lot of farmers.

Many farmers have expected too much of home freezers, according to Miller. They fill up the units with carelessly-butchered, unprotected fresh meat, and similarly unwrapped

vegetables, only to find the foods spoiled, discolored, or otherwise unpalatable a bit later on.

Therefore, in order to teach farm women just what a freezer can do and the proper way of using it, Miller regularly conducts three-day "open houses" for them.

He sends out an average of 1,000 neatly-printed invitations to women in surrounding counties. These cards indicate that the recipient is a favored customer and that the invitation is a highly-prized favor.

At the same time, Miller runs large, impressive advertisements in three country journals published in Winchester, and promotes the program vigorously over a 15-minute daily newscast, which the store sponsors on the local broadcasting station.

The radio news program, incidentally, is run specifically for the farm

wife. Society items, gossip about local events, and news of births, anniversaries, deaths, weddings, and other "homey" information give the program high listenership.

During the open houses, Miller presents Miss Mary Gale, a home economist "loaned" by the TVA. She is an expert in getting across the advantages of home freezers to the average listener.

Each open house is held in the Vaughan store's separate appliance store, which is equipped with a package kitchen, an automatic model laundry, and complete appliance displays. All these units are in operation for quick, "on the floor" demonstration. Every home freezer shown on the floor is filled with food, which Miller leaves in place month after month to demonstrate the low temperature refrigerating efficiency of the box.

Between 150 and 200 farm wives attend each demonstration, filling out the usual registration card, for later follow-up by Miller and his salesmen.

The demonstration is "100% business," since Miller has found he cannot hold the attention of the average woman for more than an hour. During the one-hour show, Miss Gale carefully tells the story of low temperature home refrigeration, how to cut and wrap meats for safe storage, how to wash, tie, and wrap produce, etc. As the open house goes along, each farm wife is invited to ask all the questions she wishes.

Pointed out is the fact that berries, fruits, and other produce and vegetable items are available through use of the home freezer during the off-season, a fact which is usually misunderstood by the public.

Toward the end of the demonstration—which covers just about every question and aspect of home freezer use—complete details on operating cost and on the amount of money which may be saved through home freezer use are presented.

Miller sells at least one and often as many as five home freezers at each demonstration. During the month following, two specialty salesmen, as well as the dealer himself, call on each woman who attended.

The result of all this has been one of the South's top home freezer volumes.

Andersen Refrigerating Co. Named Sweden Wholesaler

SEATTLE—Sweden Freezer Mfg. Co. here has announced the appointment of Andersen Refrigeration & Heating Co., Oak Lawn, Ill., as a wholesaler of Sweden freezers in the Cook county area.

The Andersen organization is headed by Charles Andersen, owner. He is a member of the Refrigeration Service Engineers Society and the Refrigeration & Air Conditioning Contractors Association of Chicago.

Other officials of the firm are R. W. Stevenson, who has had over 45 years of management experience in the dairy products and cooler equipment industries, and Don V. Beagle, specialist in store layout and counter display.

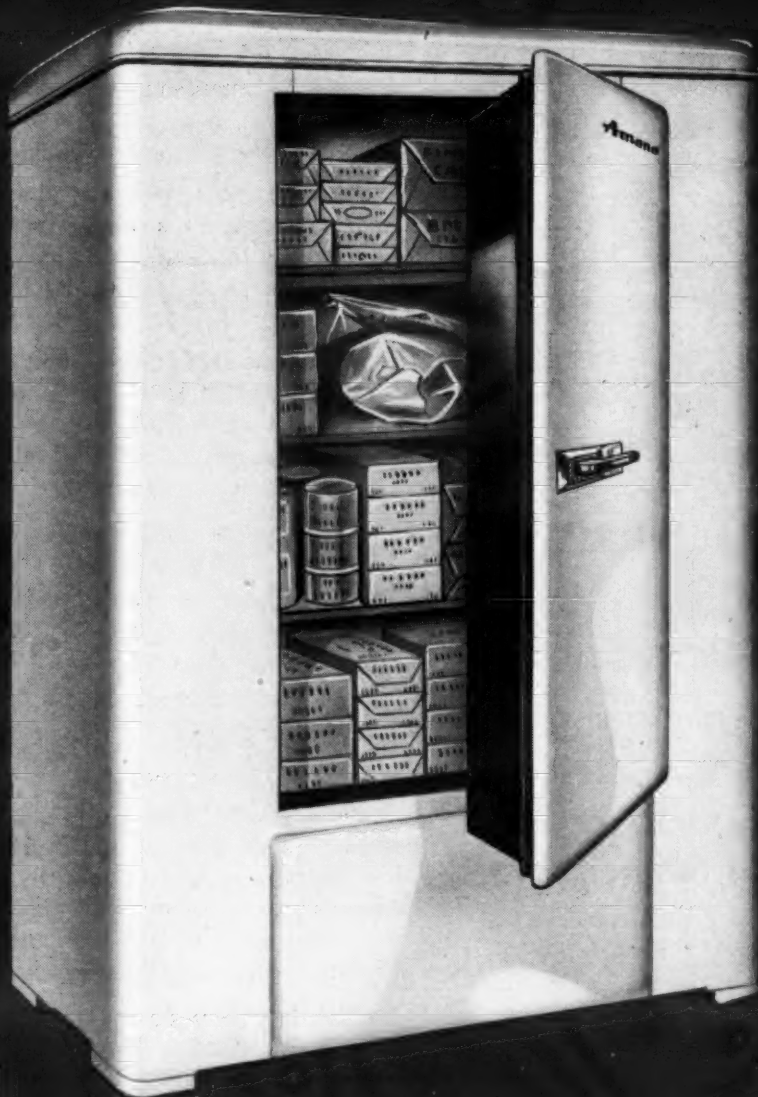
... Our Aim is High! "

A century-old tradition of fine craftsmanship leaves its indelible stamp of quality on every Amana Freezer and Freezer Refrigeration. This pride of workmanship, coupled with ultra modern production facilities, makes it possible for Amana dealers throughout the country to offer products with that elusive but highly sought after "something extra!"

Amana's 1951 program is proof of its "aim high" policy. New, more beautiful models giving a greater than ever assortment of sizes... backed by a tremendous advertising and sales promotion

campaign plus unique and dramatic sales aids. Amana makes sure that each of its dealers receives every selling tool necessary to consummate the sale. Amana's extremely liberal cooperative advertising allowance helps its dealers deliver powerful sales-making messages to their local customers frequently and inexpensively.

Yes, as national acceptance of the food freezer grows greater and greater proportions, more and more clever, world-leading dealers find the Amana franchise the finest in the field.



14 cu. ft. Upright



12 cu. ft. Upright



18 cu. ft. Chest



4 cu. ft. Chest



6 cu. ft. Chest

4 "Positive Contact" shelves for "professional" fast freezing. Holds approximately 630 lbs. of food yet takes up minimum of floor space.

FEATURE FOR FEATURE... AMANA IS FAR AHEAD!

Amana's selection of upright and chest styles, in a wide range of sizes, gives the dealer a freezer to fit every family's needs. The upright "See Level" models afford unequalled freezing speed—and freezing capacity. Lower priced chest models offer convenient work space at table-top height and include handy baskets and dividers. All Amana Food Freezers are insulated with hand-packed Fiberglas.

Amana

AMANA REFRIGERATION, INC., AMANA, IOWA

COMING TO THE SUMMER MARKET?
BE SURE TO VISIT THE NEW, ENLARGED
AMANA SHOWROOM AT THE
MERCHANDISE MART, COME TO

ROOM 1127.

WE'LL BE GLAD TO SEE YOU!

CLEANABLE WATER-COOLED CONDENSERS
More Efficient Double-Tube Counter-flow Design

1/2 to 25-Ton Capacity

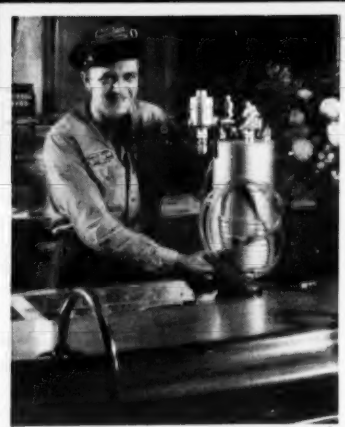
WHOLESALE IN PRINCIPAL CITIES
Write for Catalog and Prices
Halstead & Mitchell
BESSEMER BLDG. PITTSBURGH 22, PA.

They'll Do It Every Time By Jimmy Hatlo



Do You Have 'Both Feet On The Ground'?

765 GLASSES
of 40° Beer per hour
without use of
Precooler



REFRIGERATION SERVICE ENGINEERS like the compact size and simplified construction of Temprite draught beer coolers. A Temprite unit can be sold with complete confidence and installed with the least amount of effort.

NEW HEAVY DUTY TEMPRITE BEER COOLERS draw perfectly cooled beer...instantaneously ...from 70° inlet temperature

The new heavy duty Temprite draught beer coolers are designed to do the entire cooling job strictly on their own. No precooler is necessary. Temprite's famous patented instantaneous cooling principle makes this possible. Beer coils are submerged in the liquid refrigerant itself and the heat of the beer is transferred directly into the main body of the refrigerant.

Any of the four heavy duty models will draw up to 765 glasses (48 gallons) of 40 degree beer hourly, from a 70 degree inlet temperature. Instantaneous cooling gives each unit a very high overload capacity which means that no matter how frequently the tap is opened during rush periods, the beer is right for drinking pleasure.

Smooth, stainless steel coils and Koroseal connector tubes help to deliver beer at its best. Every glass is cooled to perfection. Every glass has brilliancy, body, flavor, and a rich, creamy collar of the right depth.

Experienced refrigeration engineers are sticking with Temprite because Temprite dependability has been proven . . . over the years . . . in every kind of service.

If by chance you're unfamiliar with the Temprite story won't you drop us a line today?

TEMPRITE PRODUCTS CORPORATION
P.O. BOX 72-A, EAST MAPLE RD.
BIRMINGHAM, MICHIGAN

RUSH me details on Temprite heavy-duty beer coolers.

NAME _____

COMPANY _____

STREET _____

CITY AND STATE _____

AN INTERNATIONAL INSTITUTION • SUBSCRIBERS ALL OVER THE WORLD

Trade Mark
registered
U. S. Patent
Office:
Est. 1926



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"I have always felt that whatever the Divine Providence permitted to occur I was not too proud to report. The people are not served by pussyfooting, or by that sort of journalism in which nobody will ask who is the editor of a paper or the writer of an article, and nobody will care."—Charles A. Dana.

Decentralization of Food Supplies for Civilian Defense

(Concluded from Page 1)

As *The Saturday Evening Post* put it not long ago, "judicious storing of essential food . . . should be encouraged. After all, storage of food in the home, and not exclusively in Government warehouses and chain-store depots, is an American tradition. Before we developed our apartment house, hand-to-mouth way of life, some 50,000,000 bushels of wheat, largely in the form of flour, were stored in private pantries."

We've long since passed from the flour-salt-and-bacon economy of our pioneering ancestors (who grew, picked, and shot their daily meals). The variety of foodstuffs we buy daily could be supplied, in case of an atomic emergency, only from our own personal "banks" of frozen foods.

Sensible food storage at home, as George W. Malone of Nevada has testified on the floor of the United States Senate, "is an honest American trait of providing for a rainy day." He could have added: "And a prudent method of protecting loved ones, friends, and neighbors against an atomic nightmare."

From a United Nations agency comes similarly heartfelt, honestly sound advice. Norris Dodd, director of the United Nations Food and Agriculture Organization, has proclaimed:

"I believe the present world situation demands the setting up of a system of emergency reserves of scarce agricultural commodities . . . and an intensified drive to expand production and improve distribution."

Can those who are in the know pass out any broader hints any more tactfully?

More than 1,000,000,000 lbs. of meat is stored in the nations' locker plants and home freezers, the U. S. Department of Agriculture reported a few months ago. Undoubtedly there will be some officials and bureaucrats who'll strive to pin the "hoarding" label on this tremendous reserve food supply. However, the 11,500 locker plants now serving our nation represent a tremendous protective asset.

As the defense program accelerates, the value of the home freezer and the locker plant will become more and more evident. The locker plant's role in the nation's economy and its importance to the health and well-being of the citizenry was officially recognized during World War II by the granting of special priorities for production and maintenance.

Our United States may be drawn into a full-scale war with Russia. If that happens, we are likely to face sabotage on a tremendous scale. Red Fifth Columnists will be operating on a 24-hour-a-day basis. A few bombs dropped on strategic targets—like cold storage depots and railroad yards—could panic food distribution.

The thousands of small locker plants and home freezers would baffle saboteurs, however.

Preliminary studies indicate, furthermore, that frozen foods aren't affected by radiation.

As for that "hoarded" food in freezers and lockers, bureaucrats should remember that this food will be consumed, not buried in a Kansas cave, plowed under, or covered with kerosene. As a matter of fact, it should help to keep seasonal price fluctuations on a relatively even keel.

Nobody knows when Russia will strike. Could be tomorrow. That's why hundreds of thousands of individual frozen food "depots" are so valuable to Civilian Defense.

Let their numbers increase.

"Be right
with Temprite"

Temprite
PRODUCTS CORPORATION
P.O. BOX 72-A, EAST MAPLE RD.
BIRMINGHAM, MICH.

Home Freezer Specifications

Jordan

Jordan Refrigerator Co., Inc., 58th St. and Grays Ave., Philadelphia 43, Pa.
Model No. UF-15
Chest or upright type. Upright
Separate freezing section? ... Yes

DIMENSIONS (In Inches)

Interior: Height	48
Width	30
Depth	18
Exterior: Height	72
Width	40
Depth, less doors	28
Depth, with doors	31

CAPACITY (In Cu. Ft.)

Freezer compartment	3.5
Storage compartment	11.5

INTERIOR EQUIPMENT

Shelves (No.)	4
---------------	---

INSULATION

Kind	Fibreglas
Thickness: (In Inches)	
Top	5
Sides	5
Bottom	5

DOORS

Number	1
--------	---

REFRIGERATION EQUIPMENT

Cooling medium	Plate type
Compressor:	
Make	Tecumseh
Sealed or open	Sealed
Location in cabinet	Bottom
Refrigerant	"Freon-22"
Make of control	Ranco
Accessible for user adjustment?	Yes
Condenser: Type	Finned
Forced or natural convection	Forced

CONSTRUCTION AND FINISH OF

Cabinet	All welded steel, vapor-sealed, baked on enamel finish
Interior liner	All welded steel, baked enamel finish
Material in evaporator	Steel, copper

PROTECTION PLAN

Warranty	Five-year warranty on hermetic unit
Guarantee	One-year warranty on cabinet
Food insurance offered?	Yes

SPECIAL FEATURES

Slide out compressor on tracks for easy servicing.	
--	--

Frigidaire

Frigidaire Div., General Motors Corp., 300 Taylor St., Dayton, Ohio

Model No.	HM-90	HM-120	HM-180
Chest or upright type	Chest	Chest	Chest
Separate freezing section?	No	No	No

DIMENSIONS (In Inches)

Interior: Height	24½	24½	24½
Width	35½	48½	73½
Depth	17½	17½	17½
Exterior: Height	35½	35½	35½
Width	54½	67½	92½
Depth	30½	30½	30½

CAPACITY (In Cu. Ft.)

Freezer and storage	9	12	18
---------------------	---	----	----

INTERIOR EQUIPMENT

Partitions (No.)	0	2	3
Shelves (No.)	1	1	1
Baskets (No.)	2	2	2
Light	Yes	Yes	Yes

INSULATION

Kind	Fibrous Glass		
Thickness (In Inches)			
Top	2¾	2¾	2¾
Sides	4	4	4
Bottom	4	4	4

LIDS

Number	1	1	2
--------	---	---	---

Lid support	Yes	Yes	Yes
Provision for locking?	Yes	Yes	Yes
WEIGHT (Lbs.)			
Net	381	431	545
Shipping	442	508	670
PRICE, Suggested Retail	\$354.75	\$429.75	\$549.75

REFRIGERATION EQUIPMENT

Cooling medium	Wrap around
Refrigerated surface area (sq. ft.)	Model HM-88, 21.6; HM-117, 27.2; HM-180, 38.3

Compressor:

Make	Frigidaire
Sealed	Yes
Location in cabinet	Right end
Refrigerant	"Freon-12"
Make of control	Frigidaire
Accessible for user adjustment?	Yes
Location	Compressor compt.

Condenser

Forced convection

Type of warning device

Light

CONSTRUCTION AND FINISH OF:

Cabinet ... Sealed, steel construction; Dulux finish

Interior liner ... Galvanized steel

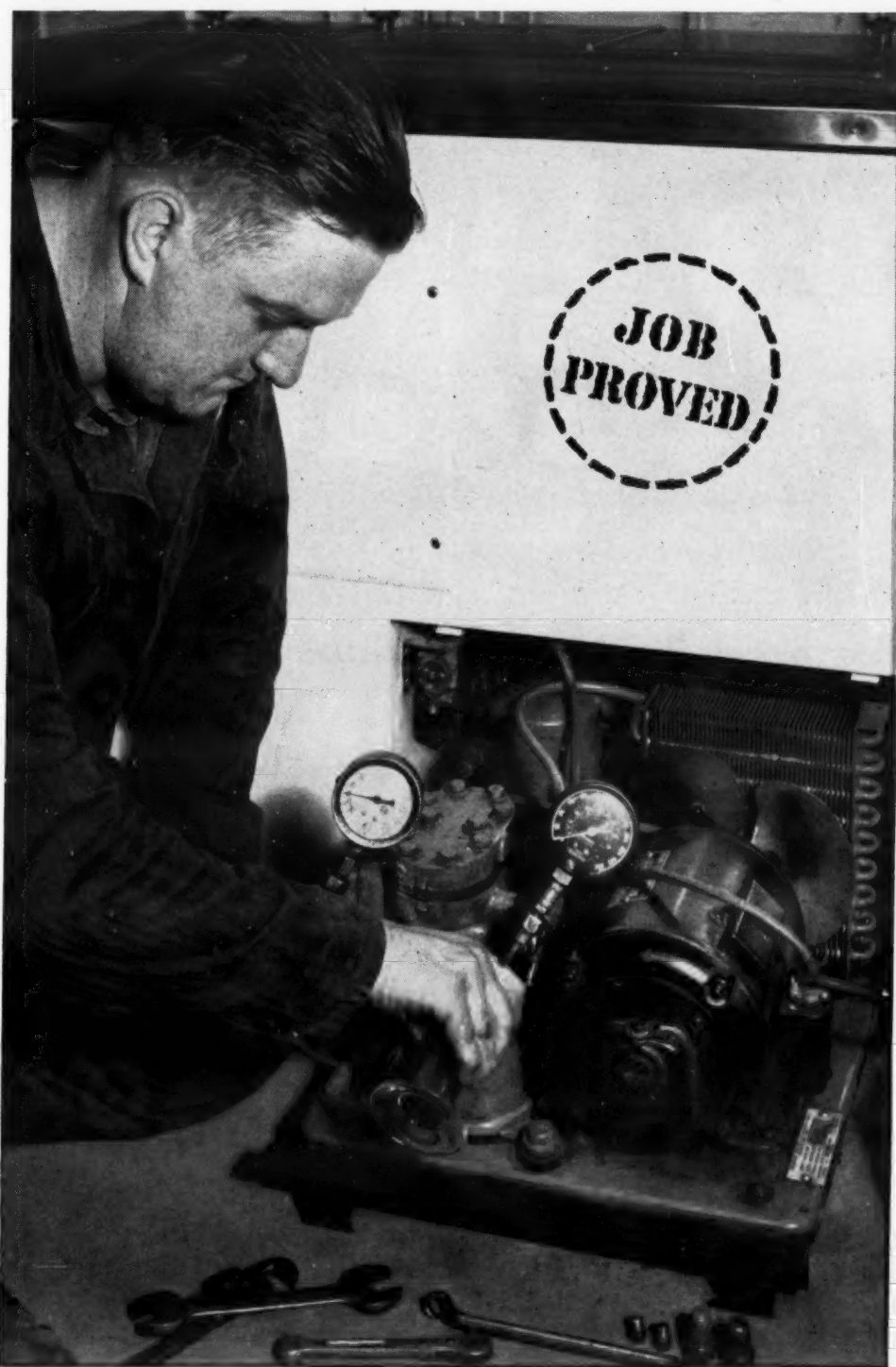
Material in evaporator ... Steel, asphalt sealed

PROTECTION PLAN

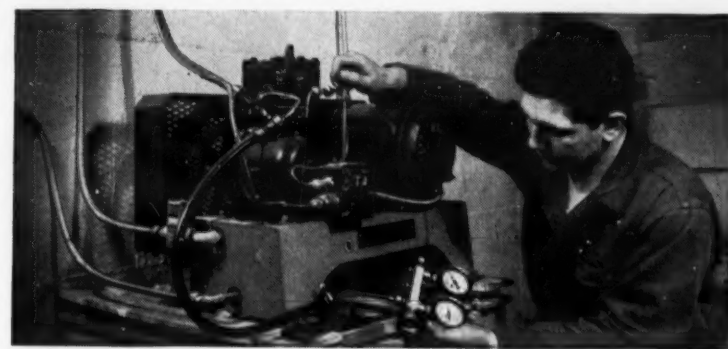
Warranty ... One year on entire freezer; 4 additional years on compressor
Is food insurance offered? ... Yes, at option of customer

Walther Brothers Appointed Distributor for Philco Lines

MONTGOMERY, Ala. — Walther Brothers Co., Inc., distributor of Philco appliances, freezers, and air conditioning, has formally opened in its new home at 2245 W. Fairview Ave. The structure provides almost 20,000 sq. ft. of floor space.



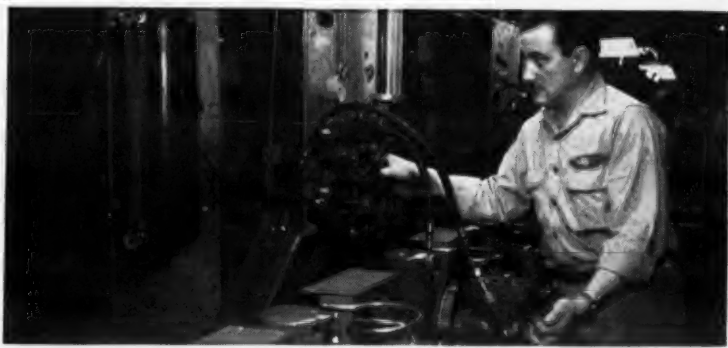
AN ICE CREAM MAKER has retained the good will of his 170 outlets by changing to Suniso Refrigeration Oils to keep their compressors free of trouble. In the past eight years, not one of the units has ever required major repairs.



A REFRIGERATION EQUIPMENT DISTRIBUTOR, servicing retail dairy outlets, has reduced costly calls—frequently involving overhauls—simply by switching to a Suniso Refrigeration Oil. The old bugaboos of sludge and gum have vanished.



A DAIRY, handicapped by poor refrigeration for years because of constant clogging of compressor valves, turned to the exclusive use of a "Job Proved" Suniso Refrigeration Oil. Since the change was made, all valve trouble has completely disappeared.



A REFRIGERATION EQUIPMENT MANUFACTURER, after trying many competitive oils with only partial success, finally stopped wax separation at low temperatures by consistently using a Suniso Refrigeration Oil.

HOW 4 BUSINESSES HAVE BENEFITED FROM SUNISO REFRIGERATION OILS

By switching to Suniso Refrigeration Oils, each of these businesses has increased its efficiency and effected substantial savings. The results, condensed into a few words here (full information on request), are typical, not unusual. More and more manufacturers

and service men are turning to Suniso "Job Proved" Refrigeration Oils to protect production, lower costs, assure customer good will. The services of a Sun representative are yours for the asking. Just call the Sun Office nearest to you or write to Department RI-5.

SUNISO REFRIGERATION OILS

SUN OIL COMPANY, PHILADELPHIA 3, PA. • SUN OIL COMPANY, LTD., TORONTO AND MONTREAL



Stores More in
Less Space ...
Cools Faster!

Speed-Freeze

bottle beverage
coolers

write

IDEAL COOLER CORPORATION
2953 EASTON AVE., ST. LOUIS 6, MO.



DOOR GASKETS
ARE LESS EFFICIENT!

Like a flat tire, flat door gaskets are inefficient.

Add to your profits on each service call by inspecting and installing new gaskets where needed.

For lasting customer satisfaction install JARROW gaskets.

JARROW PRODUCTS

420 NO. LA SALLE ST., CHICAGO 10

Dealer Pushes Freezers, Problems Fade Away

Relieved of the Usual Trade-In, Discount, and Service Headaches, Geiger Packs His Biggest Freezer on Open Trailer and 'Goes to Town'

SHOEMAKERSVILLE, Pa.—The Geiger Appliance Co. has found that by bringing the appliance to the prospect, rather than trying to get the prospect to see the appliance has resulted in closing more sales than any other type of promotion.

"Once customers are in our store they are in a better position to see the full line that we carry and to make comparisons and ask questions," says Charles Geiger. "But there are those people who do not have the time to visit the store or are not interested enough in certain appliances to stop in. And inasmuch as everyone is a prospect as far as we are concerned, we go out after them."

Although Geiger handles a complete line of appliances, his specialty is home freezers. Reason for this is because he has found the home freezer market wide open, and he sells five freezers to every other type of appliance. He is particularly pleased to handle home freezers because he does not have the "headaches" attached to the sale of appliances.

"The headaches that I'm speaking of are the trade-in problems, discounts, and servicing," says Geiger. "Up to date, we haven't encountered any customers that already have home freezers and want to trade them in. All our customers are open to home freezers and because of this we do not have any trade-ins to consider. Thus every sale is a clean one, and we don't have to encounter any trade-in allowances, trucking expense, and other problems."

Discounts are another sort of problem. Almost every customer that comes in to buy an appliance wants to know "how much off" they are going to get. Since freezers are comparatively new to many housekeepers, this situation does not occur as frequently, Geiger says, and it isn't necessary to combat this evil prevalent in other appliance sales.

The servicing problem is another item of major importance. Few freezers need servicing outside of the regular installation and inspection. Freezers are seldom moved around in homes, abused like other appliances or injured in any other way. Because of these three reasons, Geiger pays special attention to freezers and is amply rewarded with constant sales.

Geiger feels that the best way to sell a freezer is to demonstrate it. But what is there to do if you can't get the prospects to come to the store. This situation was solved by building specially constructed trailers and taking the freezer out to the prospect.

"Selling to farmers, their wives, and other rural folk is no simple job," says Geiger. "They are very skeptical, doubtful, and are suspicious of what you have to offer them. Rural folks want their money's worth when they spend it, and when you're try-

ing to sell them an appliance for a couple of hundred dollars you certainly must have something to show for it."

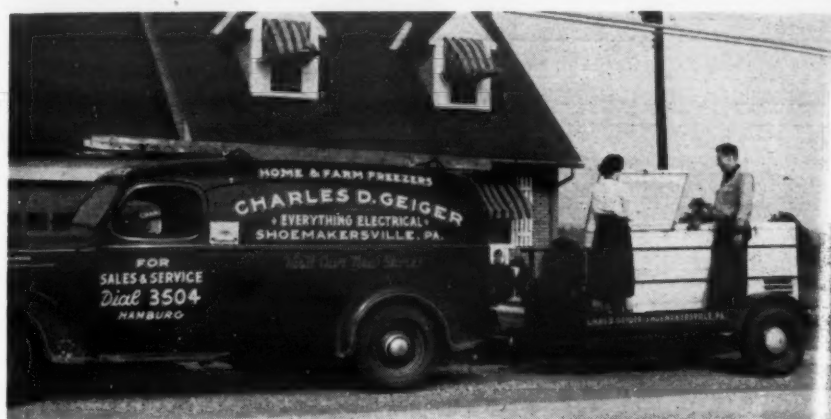
Because of this situation, the trailer with the freezer on display has simplified this problem considerably. Rather than have to contact prospects several times to get them into the store to see a freezer, it is brought right out to their front door. Thus the first visit can easily tell if that prospect has a real interest in a freezer or if it's a waste of time and effort to continue.

Whenever the trailer parks in front of a home, other neighbors come out to see the freezer. The housekeeper cannot also refuse to see it, and when she steps into the trailer she can see first hand the appliance that Geiger is trying to sell her.

"We always carry the largest size freezer in the store on the trailer," says Geiger, "because we have found it to be the most popular one for rural dwellers. In addition, the large size has all the important features and it isn't necessary to tell the customer that back at the store there is another freezer appliance that has etc., etc."

In addition to enabling the prospect to view the freezer, the dealer has found that it receives an unusual amount of publicity while the trailer is being pulled through the streets. Geiger's name and address are plainly marked on the truck panels and housekeepers can barely miss seeing them when looking at the freezers while en route.

"A good feature of the trailer plan is that we can drop around to see



TIME SAVER: When Geiger's freezer display trailer stops in front of her house, the prospect sees a freezer without coming to the store. At the same time, Geiger saves costs by immediately determining how interested the prospect is.

that same prospect if she is out or bring it at a time when her husband can see it as well," Geiger points out. "In this way we have to make contact with the prospect and she must see the freezer that we feel she will like."

It's interesting to note that a different line of questioning is pursued when a freezer is brought out to a prospect. Rather than discuss the usefulness of it, what it will do, and other questions, the trend turns to construction, beauty, and other sub-

SELL EVERY FREEZER

In the current world crisis, America can be strong... or weak... depending on how its citizens control the production, distribution and CONSERVATION of food. And that's where you come in...

The International Harvester freezers you sell today will make a stronger America tomorrow! For International Harvester makes freezers to suit the requirements of every size family—7.4 cu. ft., 11.1 cu. ft. and 15.8 cu. ft.—to provide essential conservation and protection of food supply in any unforeseen eventuality.

International Harvester freezers are sturdily built for long years of trouble-free service—with over-all sub-zero freezing on all 5 interior surfaces and moisture-free Dri-Wall cabinets. Now, indeed, is the time to sell every family a freezer future!



Model 158
553 Pounds Capacity



Model 111
389 Pounds Capacity

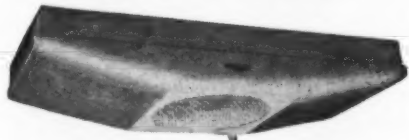


Model 70
245 Pounds Capacity

INTERNATIONAL

LOOK to LARKIN

for Low Prices



LARKIN CEILING HUMI-TEMP

Price is only one factor in the selection of any product—especially one that has so important a task as protecting valuable perishables. Performance must come first. Quality cannot be overlooked. Durability is highly important. Larkin has all of these. And Larkin has low prices, too. Compare them and see for yourself how low they really are.

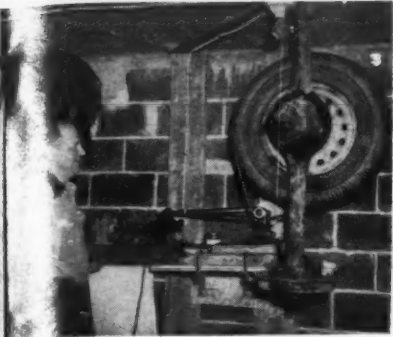
For the latest Larkin price list, see your wholesaler. If you wish, write direct to us and we shall be glad to send you one.

Manufacturers of the original Cross-Fin Coil — Humi-Temp Units — Evaporative and Air Cooled Condensers — Air Conditioning Units and Coils — Direct Expansion Water Coolers — Steel Vacuum Plate Coils — Heat Exchangers.

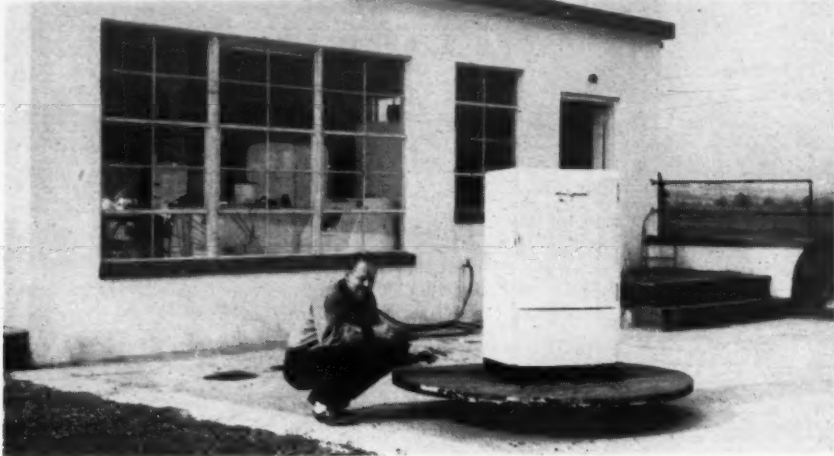
WATCHDOG OF THE NATION'S FOOD SUPPLY

LARKIN COILS

510 MEMORIAL DR., S.E. — ATLANTA, GA.



POWER PLANT: A 1/4-hp. washing machine motor turns this rigged up-car transmission which in turn makes the axle shaft go around and the turntable on the ground level above revolve.



REVOLVING DISPLAY: Charles Geiger proudly demonstrates his revolving turntable to attract attention from passing traffic. At a cost of eight cents per day, it is one of the cheapest and most effective promotions he has ever tried.

jects which draw it closer to a sale. Experience has shown that the sooner a customer is placed in contact with an appliance, the more certain a sale is.

Not too long ago, Geiger worked out a promotion that was so popular

that he was requested by other merchants to change his plan. Every Saturday and Sunday, he would park his truck and trailer on a main street in Reading near a theater. So many people looked the freezer over that the local police department

asked him to remove the truck, even though he wasn't breaking any regulations, because of the traffic congestion that it caused. No salesman or anyone was around, but the hundreds of people noted the name on the truck panels and many future

sales were charged up to it.

The store itself is located on the main highway outside Reading. It is an entirely white building and it stands out to motorists during evening hours because it is entirely illuminated. The entire building is a showplace with the service department being in the basement.

Geiger decided to situate his store here because he felt that the moving trend was to the less populated and the rural districts. Thus, those moving out of Pottsville or Reading or any of the other surrounding communities had to see the store on the highway as they drove from one section to another.

In addition, the parking problem was considered. In the present location there are no parking problems. But in conjunction he was able to make certain displays in front of his store to stop traffic that other dealers couldn't in heavier traffic locations.

"I have six trade-in refrigerators right outside my store," explains Geiger, "which attract considerable attention from highway traffic. Rather than clutter up my windows

with signs and other promotional material I let my merchandise speak for me."

Of special attraction is a turntable on which a refrigerator is constantly revolving. During evening hours, a spotlight brings it up, as well as the store illumination. The turntable is located on one side of the store front and is powered by a washing machine motor.

The turntable is revolved by the power setup that is located in the basement directly beneath. A 1/4-hp. motor connected to a car transmission that has its center shaft as the base of the turntable does the turning job. At a cost of eight cents per 24-hour day, this turntable is one of the lowest priced promotions ever attempted by the store.

"We have found that seven out of 10 customers always buy the largest freezer," says Geiger, "because it is actually what they need. In order for a customer to get the best use of a freezer, she must have one of the size necessary. To sell her a larger or smaller one than she needs is to sell her an improper appliance and the full benefit will not be appreciated."

Geiger checks the number of people in a family, the eating habits, and the shopping habits. From these facts he can suggest the proper size freezer so that the customer is not over or undersold on size.

Serving Hot Sandwiches From Rock Hard Bread Helps Tell Freezer Story

COLUMBIA CITY, Ind.—Freezing bread rock-hard and then using it to serve hot sandwiches at cooking demonstrations has helped B & H Hardware Co. here tell the home freezer story to farm women.

Neal and Eldom Holland, head of the Kelvinator dealership, are strong believers in the sales value of cooking demonstrations. Therefore, they stage classes at quarterly intervals in the store. Invited are around 30 farm wives, all "hot prospects," who enjoy a brief but complete demonstration carried out by the brothers themselves.

At the start of a demonstration, it's now routine policy at B. & H. to get out two loaves or more of bread, frozen in plastic bags, and pass it around to the women to examine. Then the bread is left out a while to thaw while the meats are cooked.

The tastiness of the bread when served never fails to bring much interest and exclamation from the women, according to Neal Holland. "While the cooking demonstration naturally is on ranges, we find the freezer actually gets as much or more attention," he added.

Each farm wife is contacted within a week after the demonstration. Usually, the wife has mentioned the bread incident to her husband, so every attempt is made to contact them during the evening, when husband and wife are together.

TAKE ADVANTAGE of DEVALUATION



REFRIGERATOR
SEALED UNITS
ALL VOLTAGES



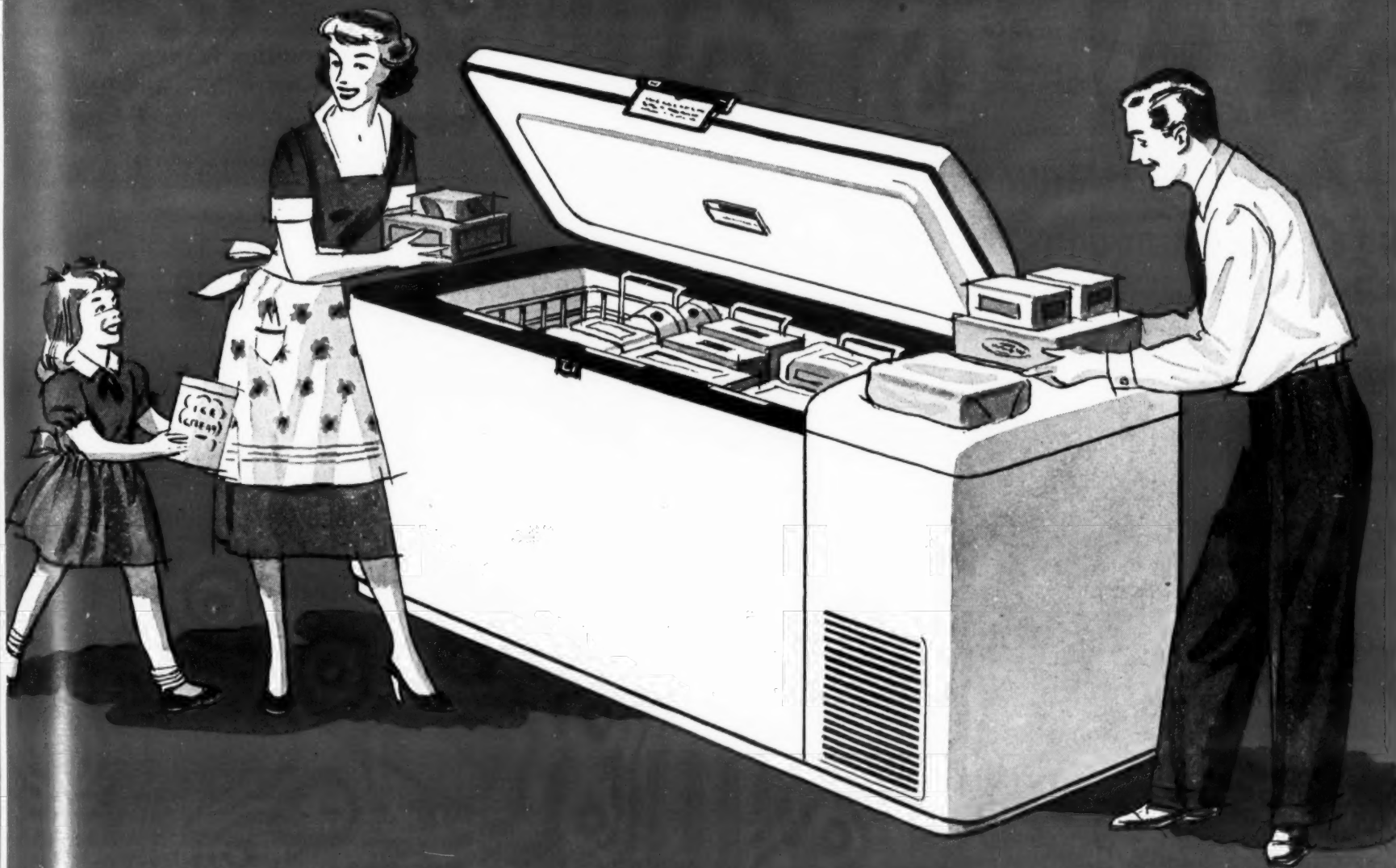
Now available for the trade at keen prices either with body and starting relay only or complete, ready for immediate installation as depicted above, the "LECOMETIC" suitable for ambient temperatures up to 110° F.

We can offer standard open type condensing units. Also the LEC range of domestic cabinets.

ARN SALES DEPT.
LEC
BOGNOR REGIS
ENGLAND

Telegram:
Langeverks
Bogner

FAMILY A FUTURE



**The Freezers You Sell Today
Will Make a Stronger America Tomorrow!**

INTERNATIONAL HARVESTER COMPANY • 180 North Michigan Avenue, Chicago, Illinois

International Harvester also builds Refrigerators • McCormick Farm Equipment and Farmall Tractors • Motor Trucks • Industrial Power

HARVESTER

**The World's
Leading Freezers**

Kelvinator & Leonard (Nash-Kelvinator)

Nash-Kelvinator Corp., 14250 Plymouth Rd., Detroit 32, Mich.

Kelvinator Model No.	FR-63	FR-93	FR-133	FR-203
Leonard Model No.	LFR-63	LFR-93	LFR-133	LFR-203
Chest or upright type	Chest	Chest	Chest	Chest
Separate freezing section?	Yes	Yes	Yes	Yes

DIMENSIONS (In Inches)

Interior: Height	28 3/4	26 1/4	26 3/4	24 3/4
Width	30 3/4	34 3/4	45 3/4	78 3/4
Depth	14	20 3/4	20 3/4	20
Exterior: Height	36 3/4	34 3/4	34 3/4	34 3/4
Width	39	42 3/4	54	88 3/4
Depth	23 1/4	29 1/4	29 3/4	29 3/4

CAPACITY (In. Cu. Ft.)

Freezer compartment	1.7	2.07	2.07	2.6
Storage compartment	4.3	7.4	10.95	17.4

INTERIOR EQUIPMENT

Partitions (No.)	1	1	1	2
Baskets (No.)	2	—1 plus pastry rack—	—	—
Light	No	Yes	Yes	No
Thermometer	Yes	Yes	Yes	Yes

INSULATION

Kind	Fiberglas			
Thickness: (In Inches)				
Top	2 1/4	1 3/4	1 3/4	2
Sides	4	4	4	4
Bottom	4	4	4	4

LIDS

Number	1	1	1	2
Lid support	Yes	Yes	Yes	Yes
Provision for locking?	Yes	Yes	Yes	Yes

WEIGHT (Lbs.)

Net	229	317	341	527
Shipping	269	369	419	639

REFRIGERATION EQUIPMENT

Cooling medium.....Wrap around
Refrigerated surface area
(sq. ft.).....Models FR-63, LFR-63,
16; FR-93, LFR-93, 17.1; FR-133,
LFR-133, 20; FR-203, LFR-203, 30

Compressor:

MakePolarsphere
Sealed or openSealed
Location in freezer.....Left bottom
Refrigerant“F-12”

Make of control.....Ranco
Accessible for user
adjustment?Yes
Location.....Machine compartment
Condenser: TypeModels FR-93,
LFR-93, FR-133, LFR-133, FR-203,
and LFR-203, finned type

Forced or natural convection.....Models
FR-63 and LFR-63, natural; all
others, forced
Type of warning device.....Optional—
battery-operated buzzer and
visual indicator

CONSTRUCTION AND FINISH OF

Cabinet.....Bonderized steel, white
baked on enamel
Interior liner.....Galvanized steel,
baked on aluminum enamel
Material in evaporator.....Copper and
steel (sealed in)

PROTECTION PLAN

Warranty.....One year on complete
cabinet and mechanism. Additional
4-year replacement contract on
sealed unit
Is food insurance offered?.....No

Home Freezer Specifications

Victor (Victor Products Corp.)

Victor Products Corp., Hagerstown, Md.

Model No.	VQ75	VQ9	VQ12	VQ16	VQ21	VQ30
Chest or upright type.....	Chest	Chest	Chest	Chest	Chest	Chest
Separate freezing section?	No	Yes	Yes	Yes	Yes	Yes

DIMENSIONS (In Inches)

Interior: Height	20 1/2	30	19 3/4	30	30 1/2	29
Width	31 3/4	31 3/4	57	57	58	85 3/4
Depth	20	20	20	20	21	21
Exterior: Height	39 3/4	39 3/4	39 3/4	39 3/4	39 3/4	38
Width	39 3/4	39 3/4	65	65	83	113 3/4
Depth	28	28	28	28	28	29

CAPACITY (In Cu. Ft.)

Freezer compartment	7.5	3.7	2.9	4.0	5.2	6.0
Storage compartment	7.5	5.3	9.9	12.3	16.3	24.8

INTERIOR EQUIPMENT

Partitions (No.)	1	2	3	3	4	5
Baskets (No.)	—	—	1	1	2	1
Light	Yes	Yes	Yes	Yes	Yes	Yes

INSULATION

Kind	Fibreglas					
Thickness: In Inches)						
Top	2 1/2	2 1/2	2 1/2	2 1/2	2 1/2	2 1/2
Sides	4	4	4	4	4	4
Bottom	4	4	4	4	4	4

LIDS

Number	1	1	1	1	2	2
Lid support	—	Spring	Counterbalanced	(adjustable)	—	—
Provision for locking?.....	Yes	Yes	Yes	Yes	Yes	Yes

WEIGHT (Lbs.)

Net	292	307	400	440	480	650
Shipping	357	372	491	531	570	770

PRICE, suggested retail.. \$256.85 \$307.15 \$398.75 \$476.20 \$537.30 \$732.90



NEW 1951 Self Service FROZEN FOOD DISPLAY CABINETS



Model SG-20. Capacity 870 standard frozen food packages. Life-time construction of heavy gauge steel. High gloss, gleaming white finish. Full-color, three-dimensional photographs.

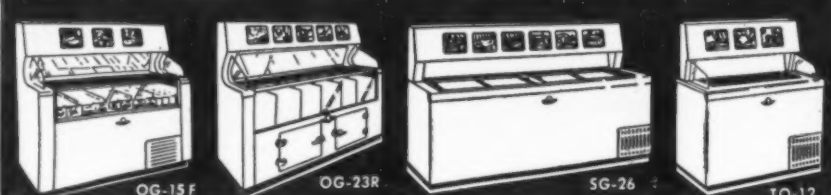
Sales-conscious business men catering to the public can't deny that beauty attracts. That is why ACE is their choice when they want to enjoy maximum frozen food sales. ACE cabinets are beautiful as well as super-efficient . . . and built to give years of trouble-free service. Frozen foods move at a terrific pace . . . if they are merchandised in an ACE! Literature on request.

ACE CABINET CORP.

Executive Sales Offices: 1457 Broadway,
New York 18, N. Y.

Export Dept.: 39 Broadway, New York 6, N. Y.
Manufacturers of Ice Cream Dispensing Cabinets, Farm
Freezers, Frozen Food Display Cabinets and Bobtails.

THE BUSIEST PLACE IS AROUND AN ACE!!



United

United Refrigerator Co., Hudson, Wis.

Chest or upright type.....Upright
Model No. UF-15
Separate freezing section?..... No

DIMENSIONS (In Inches)

Interior: Height	48
Width	29 3/4
Depth	19 3/4
Exterior: Height	69
Width	35 3/4
Depth (less doors)	24 3/4
(incl. door, hardware)	28 3/4

CAPACITY (In Cu. Ft.)

Freezer compartment	15
---------------------------	----

INTERIOR EQUIPMENT

Shelves (No.)	5
---------------------	---

INSULATION

Kind	Fiberglas, special density
Thickness: (In Inches)	
Top	3
Sides	3
Bottom	3 1/2
Door	3

DOORS

Number	2
Provision for locking?.....	No, can be furnished

WEIGHT (Lbs.)

Net	350
Shipping	500

REFRIGERATION EQUIPMENT

Refrigerated surface area
(sq. ft.) 24
Compressor:
MakeTecumseh or Copeland
Sealed or openSealed
Location in freezer.....Base
Refrigerant.....“Freon-12” (Copeland),
“Freon-22” (Tecumseh)
Make of control.....Cutler-Hammer
Accessible for user
adjustment?Yes
Warning device.....Light available

CONSTRUCTION AND FINISH OF

Cabinet.....Steel, white Dulux enamel
Interior liner.....Steel, abrasion
resistant enamel
Material in evaporator.....Copper or
steel

PROTECTION PLAN

Warranty.....5 years on condensing
unit, 1 year on cabinet
and accessories
Is food insurance offered?.....No

REFRIGERATION EQUIPMENT

Cooling medium.....Wrap around
Refrigerated surface area
(sq. ft.).....Entire inside liner
Compressor:
Make.....G-E, Kelvinator, Tecumseh
Sealed or openSealed
Location in freezer.....Lower left end
Refrigerant“Freon-12” and
“Freon-22”

Make of control.....Ranco and
Cutler-Hammer

Accessible for user
adjustment?Yes
Location.....Compressor comp.
Condenser: TypeFinned

Forced or natural convection.....Forced
Warning device.....Light in VQ21

CONSTRUCTION AND FINISH OF

Cabinet.....Welded steel, baked on
white synthetic enamel
Interior liner.....Welded steel, baked
on white synthetic enamel
Material in evaporator.....Copper

PROTECTION PLAN

Warranty.....One year on complete
freezer, additional 4 years on
sealed mechanism
Is food insurance offered?.....Yes,
provided automatically, \$200 for
one year

KEEP REFRIGERANTS

dry and clean

WITH

MUELLER BRASS CO. DELUXE DRIERS

Extra-capacity cone-screen filter
unequaled for efficiency in
the refrigeration industry.

FORGED BRASS ENDS
Heavy duty type
with husky
wrench flats.

**OUTLET RETAINER
SCREEN**
By itself, equal to
the filter elements in
most ordinary
driers.

WHITE WOOL DISC
Doubles filtering
capacity.

**LOCKED-IN CONE
OUTLET SCREEN**
Extra capacity
free flow
strainer surface

FILTER BED
Chemically cleaned
wool mass traps fine
metallic grit or other
foreign particles.

**INLET CONTAINER
SCREEN**
Positive desiccant
retainer without
pressure drop.

The millions of Mueller Brass Co. Deluxe Driers that are now in service provide the kind of proof you want—proof that no other drier can approach for all-around efficiency on-the-job, and for good reason. The Mueller Brass Co. Deluxe Drier is a typical example of the dependability and quality that Mueller laboratory and development engineers have made available in so much refrigeration equipment. The famous cone screen filter greatly increases the Deluxe Driers' working life. The filter strainer unit of the Deluxe Drier removes every minute particle of foreign matter from the line—keeping the refrigerant completely clean as well as dry.

Order now from your refrigeration wholesaler

Have these STREAMLINE products on hand for every job where you want dependable performance.

WROUGHT COPPER FITTINGS

FLARE FITTINGS

63A

VALVES

LIQUID INDICATORS

Write for catalog R-151 describing complete line of STREAMLINE refrigeration products.

STREAMLINE refrigeration products are individual and multiple packaged for complete protection.

MUELLER BRASS CO. PORT HURON 10, MICHIGAN

What's New

When requesting further information on new products, please use "Information Center" form.

Remcal, Fiberglas Used In New Remco Drier-Filter



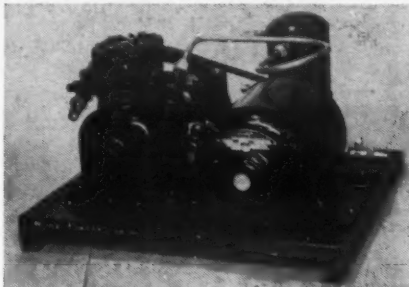
KEY NO. A-540

ZELIENOPLE, Pa. — Combining "Remcal" (molded calcium sulphate) as the drying agent and Fiberglas as the filtering element, a new "Cross-Flo" drier-filter has been introduced by Remco, Inc. here.

The Remcal is molded directly into a perforated steel container within the shell of the drier-filter. It is claimed to have increased moisture-absorbing capacity and improved efficiency at liquid line temperatures as high as 150° F. and dewpoint temperatures as low as -60° F. Powdering and dusting are claimed to be completely eliminated. It is completely dehydrated at a temperature of 425° F.

Fiberglas depth filter is cylindrical in shape and fits inside the molded Remcal. It is said to provide increased filtering capacity "to take care of even the dirtiest job and improved efficiency for even the smallest capillary tube job."

"Cross-Flo" principle embodied in the design also applies to the filter element, which extends the full length of the drier. Thus, the company says, the filter area and flow area are graduated to the tonnage capacity of the system, eliminating pressure drop and premature clogging.



KEY NO. A-543

Marine Refrigerator Built for Small Craft

ST. LOUIS—A water cooled marine refrigeration condensing unit for use with a 4-cu. ft. refrigerator on small boats (up to 60 ft.) has been introduced by the Marine Refrigerator Co. here.

Advantage of the unit is that it can be placed in the engine room where air circulation is normally restricted.

It has a feature that circulates refrigerant ("Freon-12") and

its own cooling water at the same time.

Built to Marine specifications to stand the roll and toss of a boat, the unit is equipped with a stabilizer, has special heavily wound motors in the fractional voltages, has extra long bearings, and cooling facilities.

Operation is said to be highly efficient with a low head pressure and reduced load on the power supply. Twin cylinders in the marine-type compressor are said to draw smooth, even loads from the batteries.

The cooling water circuit is made entirely of copper and bronze so that either salt or fresh water can be used. A drain cock allows water to be drained from the condenser and circulator for winter shut-down.

The refrigerant circuit is equipped with a safety plug and connection for piping the refrigerant outside the boat in case of emergency. The company pointed out, however, that in case of fire, the "Freon-12" may be used to extinguish flames in the motor compartment. Oversize evaporators are used.

The unit, called the Aquamatic, operates on 6, 12, 32, or 110 volts d.c. or 110 volts, 60 cycle a.c.

Refrigerator Enamel Can Be Tinted for Home Use

KEY NO. A-544

NEW YORK CITY — Two new enamels for use on household appliances and other items are being sold in local stores.

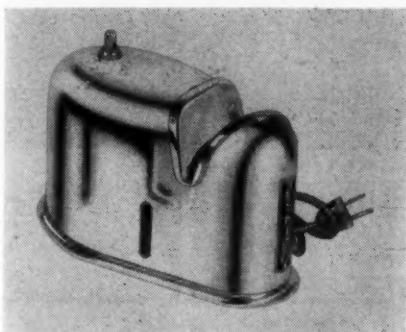
One of them, called "Saplin Refrigerator Enamel," enables the homemaker to re-do the refrigerator in a shade to blend with the kitchen color scheme. It comes in a non-yellowing white, but may be tinted by adding one ounce of oil color to each pint.

The enamel is said to import a durable, "scrubable," porcelain-like finish. It is also usable on cabinets, drainboards, bathtubs, and sinks.

Described as suitable for household appliances, furniture, and toys is the new "Slikup Odorless Enamel." Waterproof and durable, this enamel may be had in 18 colors.

The odorless enamel is especially adapted for kitchens, nurseries, or bedrooms where paint odors are most objectionable.

Electric Knife Sharpener Added to Bersted Line

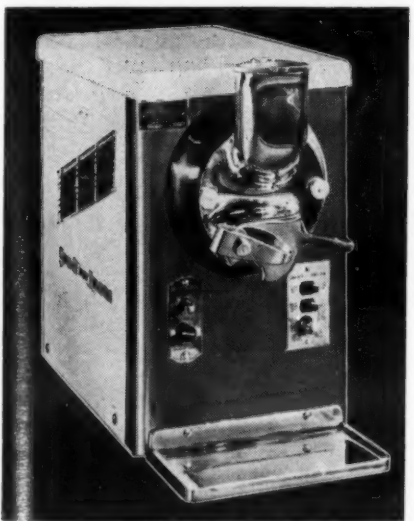


KEY NO. A-541

FOSTORIA, Ohio—A new electric knife sharpener that is said to be equipped with a sharpening wheel that will not mar the polish on or change the temper of any knife has been added to the line of the Bersted Mfg. Co. here.

The Eskimo knife sharpener is operated by a switch that starts the sharpening wheel when pressed down and stops it when released. Guide plate and knife holder position the knife edge at the exact angle for proper sharpening.

The sharpener is powered by a heavy duty, fan cooled induction type motor that will not interfere with radio or television.



KEY NO. A-542

Sweden Features 4-Qt. Table Model Freezer

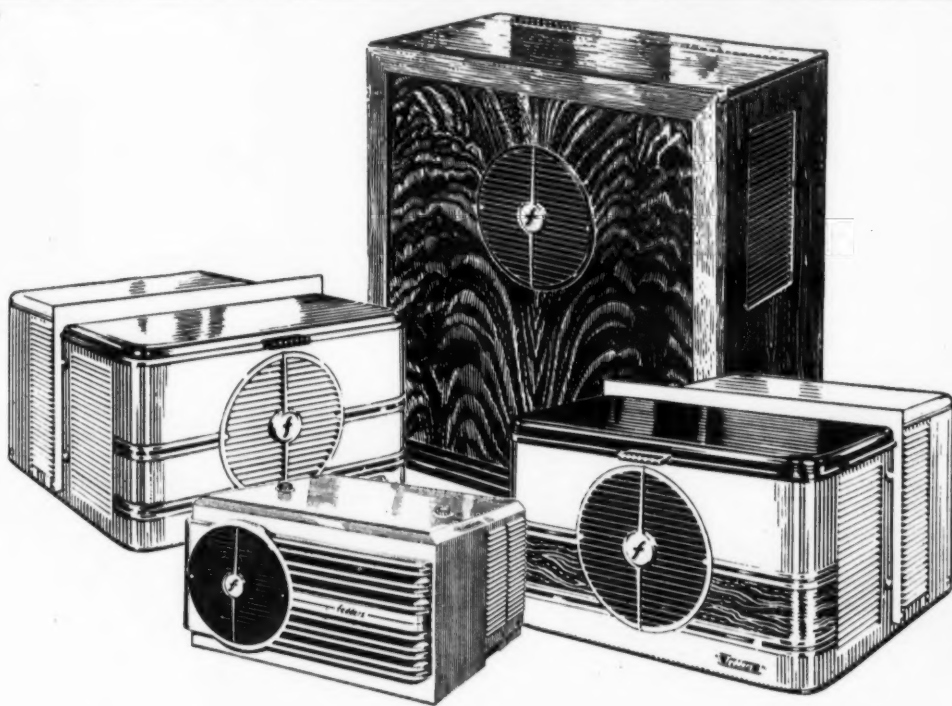
SEATTLE—Sweden Freezer Mfg. Co., maker of soft ice cream and frozen custard machines, is featuring a small table model 4-qt. freezer this year.

Taking up little more space than a cream dispenser, the freezer measures only 12½ in. wide, 20 in. deep, and 20 in. high. It is suited for installation on backbars, cabinets, counters, or wall shelves—wherever space is at a premium.

This model, called the "Space Saver," is available either with or without a remote condensing unit for greater flexibility of equipment.

The model is provided with automatic freezing controls, a heavy-duty gear drive system, and hermetically sealed freezer cylinder insulation. All service points are accessible.

FEDDERS BUILDS YOU A PROFIT MACHINE



With the hardest-working, fastest-selling line in the Air Conditioning industry!

Fedders full line offers attractively styled models to fit every air conditioning need! Each model packed with features you can sell, demonstrate and use to close sales faster. Fedders new 1/3 ton model opens

vast new markets for the alert dealer. Exclusive consumer benefit features and compact styling mean you spend less time per Fedders sale...get more profit per Fedders sale!



With the strongest advertising support in Air Conditioning history!

Thirteen big national magazines, plus newspaper ads and nation-wide TV spots! And Fedders gives you everything you need for point-of-sale merchandising — folders for

each type of prospect—plus two complete direct mail sales campaigns. Get on the profit express—mail the coupon or call your Fedders distributor NOW!

Mail this coupon now for facts on Fedders
2 completely worked out profit-making plans



fedders

A GREAT NAME IN COMFORT

Fedders-Quigan Corporation, Refrigeration Appliances Division
Dept. AC-5, Buffalo 7, New York

Gentlemen: Please send me complete information on how I can make extra profit selling the 1951 line of Fedders Room Air Conditioners.

Name _____
Address _____
Company _____
City _____
County _____ State _____

What Was New

At the National Restaurant Show



—KEY NO. A-545—

Fast-action, infrared grilling of meat or fish up to two feet in length can be done on the Turmix Infra Grill distributed by L. B. Herbst Corp., Chicago. Top plates have high mobility for uniform grilling of thick or thin pieces. R. Blesy demonstrates it for Jinx Pritchard.



—KEY NO. A-546—

Lois Meidinger tries out Griswold Mfg. Co.'s meat grille for cube steaks, T-bones, and pork chops, as W. H. Williams and L. I. Leonard look on. At right in the display is a 36-in. electric griddle.



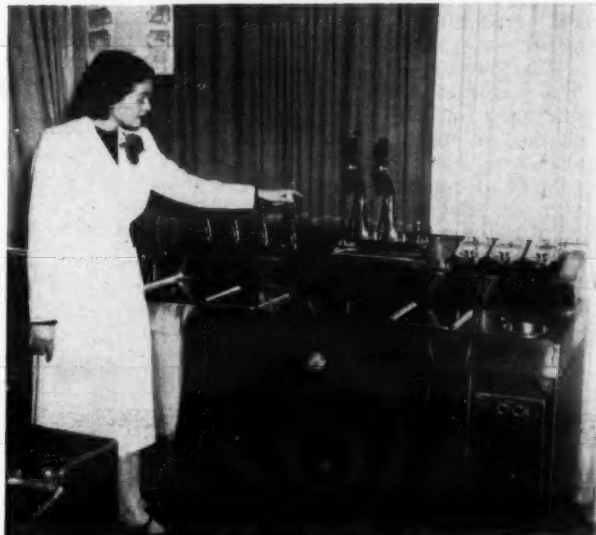
—KEY NO. A-547—

Circular booth and table made by the B. Brody Seating Co. is designed for durability as well as beauty. Seating is finished in Duran, and the table has a Formica top. Arlene Miller enacts the role of a waitress and Leon B. Davis of the company poses as a customer.



—KEY NO. A-548—

Albert Morris (left) of Liquid Carbonic Corp. is intent on his description of Liquid's new "Jet Flow" soda fountain system to R. B. Wallace of the Chicago Y.M.C.A. Institutions are big buyers of the kinds of refrigerated equipment displayed at the National Restaurant Show.



—KEY NO. A-549—

Especially suited for a backbar layout is this Foremost Fountains, Inc. model C5027-B, a 27-in. wide model with two draft arms. Nancy Kanold demonstrates extra-leverage chocolate syrup pump.



"the destructive pair"
that cripple

PRESSURE-LUBRICATED COMPRESSORS

It's a sad story when either of "the destructive pair" ... low oil pressure or slow pickup of oil pressure ... go to work on a pressure-lubricated compressor. When that happens, damage to seals and bearings may result, even in the best of refrigeration compressors.

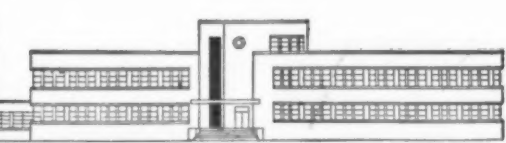
But, you can stop "the destructive pair" from their crippling work with the new PENN Series 275 Oil Protection Control with built-in Time Delay Switch.

Here's how it works. When compressor starts, if the oil pressure does not build up to the proper point within a safe time period, the PENN 275 stops the compressor *automatically* before damage can occur. If oil pressure drops below a safe minimum during

the running cycle ... and does not rise to normal within the time delay period ... the control stops compressor operation. Thus, the compressor never operates more than the predetermined safe time on subnormal oil pressure. Result? Positive, automatic protection at all times!

Investigate this new, low-cost protection for refrigeration compressors or for other pressure-lubricated equipment. For complete information ask your compressor manufacturer or wholesaler or write **Penn Electric Switch Co., Goshen, Indiana**. Export Division: 13 E. 40th Street, New York 16, N. Y., U. S. A. In Canada: Penn Controls Limited, Toronto, Ontario.

PENN



AUTOMATIC CONTROLS

FOR HEATING, REFRIGERATION, AIR CONDITIONING, PUMPS, AIR COMPRESSORS, ENGINES, GAS RANGES

Other pictures taken at the National Restaurant Show at Navy Pier in Chicago this month appeared in the May 21 issue of Air Conditioning & Refrigeration News. A news story on the show also appeared in the May 21 issue.

Redmond
MICROMOTORS
Prompt shipment!
74 different models in stock
FACTORY DISTRIBUTORS
CYCLO-FREEZ CORP.
2120 S. Lyndale, Dept. A, Mpls. 5, Minn.

Information Center

For more information on What's New products, current literature and catalogs available, equipment advertised in AIR CONDITIONING & REFRIGERATION NEWS use Key Numbers where designated or specify products advertised and we'll see that you receive this information promptly.

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Key No.	Key No.
Key No.	Key No.
Key No.	Key No.

Products Advertised

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KEY NO. A-5416

Officers from the U. S. Army Quartermasters Corp. and other Supply Departments were much in evidence at the National Restaurant Show. Here two majors sample soft ice cream from the "Sani-Serve" freezer made by General Equipment Sales, Inc.



KEY NO. A-5415

Checking over some features of Frigidaire's 4-door, 62-cu. ft. reach-in refrigerator with "Flowing Cold" refrigeration are C. R. Purnhagen and E. J. Boyer. A 27-cu. ft. reach-in model was also shown, along with beverage coolers and packaged air conditioners.



KEY NO. A-5410

Robert Berndt demonstrates to Mardell Smith the Bastian-Blessing Co. "Coldpoint" dispensing system for carbonated drinks. The "Coldpoint" system dispenses ready-mixed carbonated drinks, which are cooled to proper temperatures in the dispensing shaft.



KEY NO. A-5417

Standing in front of an 11-cu. ft. stainless steel restaurant service refrigerator, cooled by a forced-convection cooling system, are Otto Fuchs of Stainless Food Equipment Co., the manufacturer, and Charles H. Kendall, manufacturer's representative from Boston. The refrigerated salad case also shown in the picture has a cooled superstructure for cream pies and a refrigerated storage section below.



KEY NO. A-5411

Lee Whitney (left) and Leon Kinley of York Corp. get a handful of ribbon ice made automatically by the York "FlakIce" machine.



KEY NO. A-5412

Lee Gaye tries the sliding doors on a Leitner Equipment Co. salad service refrigerator with refrigerated storage section below.



KEY NO. A-5413

Rita Beller lifts a bun from the drawer-type roll and food warmer made by Toastmaster Products Division, McGraw Electric Co.

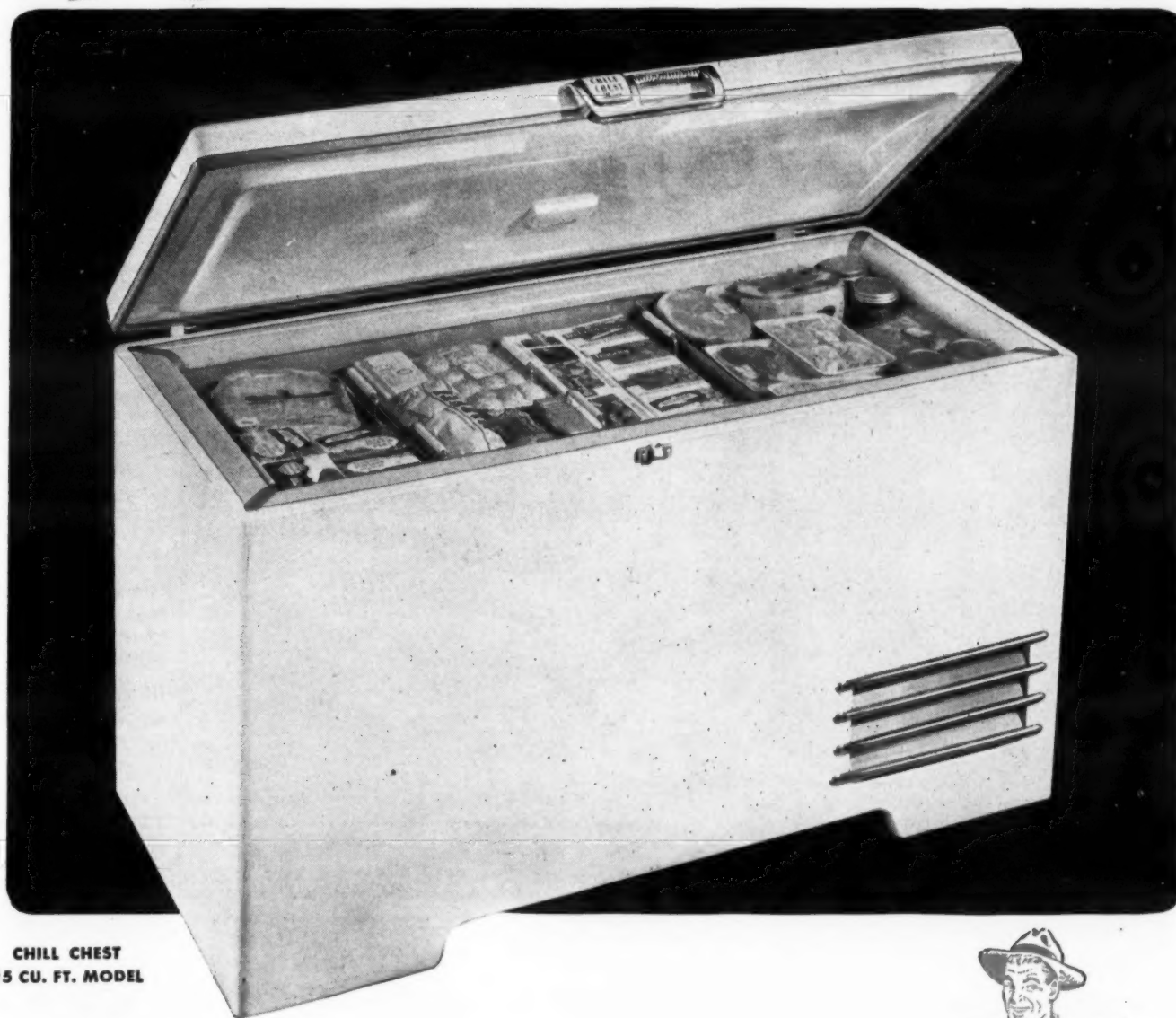


KEY NO. A-5414

A counter-freezer that lives up to its name is this new "Electro Freeze" model being demonstrated by Charles Erickson of Port Morris Machine & Tool Works to Mary Ellingsen. It produces 5 to 6 gals. of soft ice cream per hour.

Chill Chest
by Revco

CONSERVES
FOOD



CHILL CHEST
15 CU. FT. MODEL

The Family's Preference Everywhere

For fast freeze at 52° below freezing and safe storage at 32° below freezing

The 15 cu. ft. Chill Chest meets the popular demand of families everywhere

For the desired convenience and greater economy in Freezing and Storing

Fresh fruits, vegetables, meats and baked goods right in their home



Revco, Inc. SPECIALISTS IN MANUFACTURE OF FARM AND HOME FOOD FREEZERS Deerfield, Mich.

Home Freezer Specifications

International Harvester

International Harvester Co., 180 N. Michigan Ave., Chicago, Ill.

Model No.	70	111	158
Chest or upright type	Chest	Chest	Chest
Separate freezing section?	No	No	No

DIMENSIONS (In Inches)

Interior: Height	19 1/4	26 3/4	26 3/4
Width	35	35 3/4	51 1/4
Depth	18	20	20
Exterior: Height	36	37 1/4	37 1/4
Width	44	58	73 1/2
Depth	27	29	29

CAPACITY (In Cu. Ft.)

Freezer compartment	7.0	11.1	15.8
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INTERIOR EQUIPMENT

Partitions (No.)	1	2	2
Baskets (No.)	1	2	3
Light	No	Yes	Yes
Thermometer	No	Yes	Yes

INSULATION

Kind	Glass Fiber		
Thickness (In Inches)			
Top	2 1/2	3	3
Sides	4 1/2	4 1/2	4 1/2
Bottom	4 1/2	4	4

LIDS

Number	1	1	1
Lid support	Spring	Counterbalanced	

Provision for locking?	Optional at Extra Cost	Yes	Yes
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WEIGHT (Lbs.)

Net	287	406	505
Shipping	343	464	566

PRICE, suggested retail	\$279.95	\$434.95	\$524.95
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REFRIGERATION EQUIPMENT

Cooling medium.....Wrap around
Refrigerated surface area
(sq. ft.).....Model 70, 18;
model 111, 25; model 158, 33

Compressor:
Make.....Tecumseh
Sealed or open.....Sealed
Location in cabinet.....Model 70,
bottom center; others, right end
Refrigerant....."Freon-22"
Make of control.....Ranco
Accessible for user
adjustment?.....Model 70, no;
models 111 and 158, yes
Location.....Models 111 and 158,
above breaker strip on right end
Condenser: Type.....Finned
Forced or natural convection.....Natural
Warning device.....Model 111,
buzzer optional at extra cost;
model 158, buzzer

CONSTRUCTION AND FINISH OF

Cabinet.....Welded steel, baked
Dulux enamel over Bonderite
Interior liner.....Welded steel, baked
Dulux enamel over Bonderite
Material in evaporator.....Steel

PROTECTION PLAN

Warranty.....Five years on hermetic
unit, one year on cabinet
and controls

Food insurance offered?.....No

SPECIAL FEATURES

Dri-Wall cabinet, all refrigerant
tubing connections silver brazed, en-
tire bottom of inner liner provides
"fast freeze" area on all models.

Coolerator

The Coolerator Co., 128 W. First St., Duluth, Minn.

Model No.	FR185	FC100	FB102	F1130
Chest or upright type	Chest	Chest	Chest	Chest
Separate freezing section?	No	No	No	Yes

DIMENSIONS (In Inches)

	F*	R†		F*	Q‡
Interior: Height	29	16 1/4	19 1/4	19 1/4	30 1/4
Width	46 1/2	17 1/2	46 1/2	46 1/2	30 1/4
Depth	19 1/2	21 1/2	19 1/2	19 1/2	19 1/2
Exterior: Height	40 1/2	40 1/2	40 1/2	40 1/2	40 1/2
Width	71 1/2	54 1/2	54 1/2	54 1/2	54 1/2
Depth	30 1/2	30 1/2	30 1/2	30 1/2	30 1/2

CAPACITY (In Cu. Ft.)

Freezer compartment	15.5	10.3	10.3	10.53
Storage compartment (refrig.)	3	2.52

INTERIOR EQUIPMENT

Shelves (No.) (refrig. sec.)	1	2
Baskets (No.)	5	4	0	2
Light	Yes	No	No	Yes

INSULATION

Kind	Cell-u-Fibre (K-25)			
Thickness: (In Inches)				
Top	3 3/4	3 3/4	3 3/4	3 3/4
Sides	4	4	4	4
Bottom	4	4	4	5

LIDS

Number	2	1	1	1
Lid support	Yes	Yes	Yes	Yes
Provision for locking?	Yes	Yes	Yes	Yes

WEIGHT (Lbs.)

Net	490	330	320	390
Shipping	570	400	390	460

PRICE, suggested retail	\$564.95	\$415.00	\$384.95
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*Freezer section. †Refrigerator section. ‡Quick freeze section.

REFRIGERATION EQUIPMENT

Cooling medium.....Wrap around
Refrigerated surface area
(sq. ft.).....Model FR182, 18;
models FC100 and FB102, 12;
model F1130, 19.7

Compressor:
Make.....Tecumseh
Sealed or open.....Sealed
Location in cabinet.....Model
FR182, under refri. compart.;
models FC100 and FB102, bottom;
model F1130, under quick-
freeze compartment
Refrigerant....."Freon-22"
Make of control.....Ranco
Accessible for user
adjustment?.....Model FC100,
no; all others, yes
Location.....Models FR182,
FB102, and F1130, in grille

Condenser: Type.....Finned type,
fan cooled

CONSTRUCTION AND FINISH OF

Cabinet.....Spot weld, vapor sealed,
baked synthetic enamel,
Bonderized all models
Interior liner.....Lock seam type in
all models
Material in evaporator.....Copper, steel

PROTECTION PLAN

Warranty.....Five years
Guarantee.....One year
Food insurance offered?.....Model
FR182, \$200; model FB102, \$150;
model F1130, \$175

SPECIAL FEATURES

FR185 is a chest-type combination
freezer-refrigerator.

Ben-Hur

Ben-Hur Mfg. Co., 634 E. Keefe Ave., Milwaukee 12, Wis.

Model No.	851	1351	1651	2051
Chest or upright type	Chest	Chest	Chest	Chest
Separate freezing section?	Yes	Yes	Yes	Yes

DIMENSIONS (In Inches)

Exterior: Height	35 1/2	35 1/2	35 1/2	35 1/2
Width	41	53	64	76
Depth	27 1/2	27 1/2	27 1/2	27 1/2

CAPACITY (In Cu. Ft.)

Freezer compartment	2.22	2.22	2.22	2.22
Storage compartment	6.397	10.96	14.06	17.989

INTERIOR EQUIPMENT

Partitions (No.)	1	2	2	2
Baskets (No.)	1	2	2	2
Light	Yes	Yes	Yes	Yes
Thermometer	Yes	Yes	Yes	Yes

INSULATION

Kind	Fiberglas			
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LIDS

Number	1	1	1	2
Lid support	Yes	Yes	Yes	Yes
Provision for locking?	Yes	Yes	Yes	Yes

WEIGHT (Lbs.)

Net	277	330	367	438
Shipping	335	405	455	535

PRICE, suggested retail	\$324.50*	\$429.50*	\$489.50*	\$579.50
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*includes tax.

REFRIGERATION EQUIPMENT

Cooling medium.....Wrap around
Compressor:
Make.....Tecumseh
Sealed or open.....Sealed
Location in cabinet.....Lower right-
hand corner
Refrigerant....."Freon-22"
Is control accessible for
user adjustment?.....Yes
Location.....Models 851, 1351,
1651, outside; 2051, outside front
Condenser:
Forced or natural convection.....Forced
Warning device: Buzzer.....Accessory

CONSTRUCTION AND FINISH OF

Cabinet.....Bonderized steel,
high-baked enamel over baked-on
prime coat
Interior liner.....Bonderized steel,
high-baked enamel over baked-on
prime coat

PROTECTION PLAN

Warranty.....One year on service and
parts of complete freezer; 5 years
on condensing unit
Food protection insurance provided
automatically.

Wagner
ELECTRIC MOTORS
... the choice of leaders
in industry

it pays to be particular
about your choice
of motors...

the Wagner
type RA Motor offers
the most simplified
design to provide
Repulsion-start...
Induction Run

The Wagner Type RA Motor starts as a repulsion
motor with high torque but with extremely low starting
current and switches to an induction motor while
approaching rated speed to assure a constant high
operating speed, even under overload, and a flat
efficiency curve over a wide operating range.

The Wagner repulsion-start induction
motor is truly industry's general purpose
single-phase motor, for both fractional
horsepower and integral horsepower
applications. It is especially suitable for
driving machines having high inertia
or excessive friction at starting because
of its ability to start heavy loads with
low starting current. This feature is
most important in the larger fractional

and in integral horsepower ratings.

This versatile motor is economical to
maintain, requires only minimum serv-
icing, is free from vibration and noise,
and gives years of reliable service.

Build good will for your product by
standardizing on Wagner Motors.
There's a motor to fit your exact needs
in Wagner's complete line. Bulletin
MU-185 gives full information.

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6441 Plymouth Ave., St. Louis 14, Mo., U.S.A.

ELECTRIC MOTORS • TRANSFORMERS • INDUSTRIAL BRAKES
AUTOMOTIVE BRAKE SYSTEMS - AIR AND HYDRAULIC

BRANCHES IN 31 PRINCIPAL CITIES

Wagner
Electric Corporation

1891 WE 1951

Home Freezer Specifications

Amana

Amana Refrigeration, Inc., Amana, Iowa

Model No.	60	120	12	18	25S	200S
Chest or upright type	Chest	Chest	Upright	Upright	Upright	Upright
Separate freezing sec.?	No	No	No	No	No	Yes

DIMENSIONS (In Inches)							Ref. Freezer
Interior: Height	26 1/2	25 1/2	47 1/2	47 1/2	57	73	57
Width	22 1/2	47 1/2	26	39	39	63 1/2	39
Depth	17 1/2	17 1/2	17 1/2	17 1/2	19 1/2	41 1/2	19 1/2
Exterior: Height	36	36	70 1/2	71	80	80	80
Width	31	55 1/2	35	48	48 1/2	74	48 1/2
Depth	31	31	31	31	32 1/2	50 1/2	32 1/2

CAPACITY							
(In Cu. Ft.)	6	12	12	18	25	109	25

INTERIOR EQUIPMENT							
Shelves (No.)	4	4	4	2	4
Baskets (No.)	2	4
Dividers (No.)	1	3
Light	No	No	No	No	No	Yes	No
Thermometer	No	Yes	No	No	No	No	No

INSULATION							
Kind	Fiberglas						
Thickness (In Inches)							
Top	3	3	4½	4½	4½	3¼	4½
Sides	4¼	6¼	4½	4½	4½	3¼	4½
Bottom	4½	6¼	4½	4½	4½	3¼	5
Doors	4	4	4½	3¼	4½

LIDS OR DOORS							
Number	1	1	1	1	1	1	1
Counterbalancing hinges	Yes	Yes
Lid support	No	No
Provision for locking	Yes	Yes	Yes	Yes	Yes	Yes	Yes

WEIGHT (Lbs.)						
Net	202	288	361	433	440	1,350
Shipping	239	378	447	537	610	1,932

PRICE						
Suggested retail ...	\$259.50	\$419.50	\$499.50	\$599.50	\$789.50	\$2,075.00
(Includes Federal excise tax.)						

Deepfreeze

Deepfreeze Appliance Div., Motor Products Corp., 2301 Davis St., Chicago, Ill.

Model No.	B-7	C-7	B-12	C-12	C-16	C-20
Chest or upright type	Chest	Chest	Chest	Chest	Chest	Chest

Separate freezing section?	No	No	Yes	Yes	No	Yes
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DIMENSIONS (In Inches)						
	Sm.	Lg.	Sm.	Lg.	Sm.	Lg.
	Compt.	Compt.	Compt.	Compt.	Compt.	Compt.
Interior: Height	21 1/2	21 1/2	16 1/2	26 1/2	16 1/2	26 1/2
Width	30 1/2	30 1/2	17 1/2	30 1/2	17 1/2	30 1/2
Depth	19 1/2	19 1/2	19 1/2	19 1/2	19 1/2	19 1/2
Exterior: Height	37	37	37	37	37	38 1/2
Width	38	38	55 1/2	55 1/2	76 1/2	94
Depth	29 1/2	29 1/2	29 1/2	29 1/2	29 1/2	29 1/2

CAPACITY (In Cu. Ft.)						
All compartments	7.2	7.2	12.3	12.3	16	20

INTERIOR EQUIPMENT						
Partitions (No.)	2	2	2	2	4	4
Baskets (No.)	3	3	3	3
Light	1	1	1	2	2	3
Thermometer	Yes	Yes	Yes	Yes

INSULATION						
Kind	Mineral Wool					
Thickness (In Inches)						
Top	3 1/2	3 1/2	3 1/2	3 1/2	3 1/2	3 1/2
Sides	3 1/2	3 1/2	3 1/2	3 1/2	3 1/2	3 1/2
Bottom	4	4	4	4	4	4

LIDS						
Number	1	1	1	1	2	2
Lid support	Counterbalanced
Provision for locking	Yes	Yes	Yes	Yes	Yes	Yes

WEIGHT (Lbs.)						
Net	255	260	350	360	460	620
Shipping	295	300	405	415	590	760

PRICE						
Suggested retail	\$269.95	\$299.95	\$409.95	\$459.95	\$559.95	\$639.95

REFRIGERATION EQUIPMENT

Cooling medium.....Wrap around
Refrigerated surface area
(sq. ft.).....Models B-7, C-7, 13.58;
models B-12, C-12, 21.67; C-16, 30.29;
C-20, 39.14

Compressor:
Make.....Tecumseh
Sealed or open.....Sealed
Location in freezer.....Base
Refrigerant.....Models C-16 and
C-20, "F-22"; all others, "F-12"
Make of control.....Ranco or
Cutler-Hammer

Accessible for user
adjustment?.....Yes
Location.....C models, on front;
B models, rear machine comp.

Condenser:
Forced or natural convection.....Model
C-20, forced; all other
models, natural

Warning Device:
Buzzer.....As accessory

CONSTRUCTION AND FINISH OF
Cabinet.....20 gauge, welded steel,
baked on enamel
Interior liner.....20 gauge, welded steel
Material in evaporator.....Steel and
copper tubing

PROTECTION PLAN
Warranty.....Standard one year on
freezer, additional four years
on compressor
Is food insurance offered?.....No

MORE INFORMATION?

Use Handy Coupon
on "What's New" Page
of this issue.
Use Key No. for fastest service.

PAK-A-WAY

TRADEMARK REGISTERED

HOME FREEZERS

have the FEATURES that SELL!



MODEL 2100
The complete Pak-A-Way line
includes the Model 800, Model 1500
and Model 2100



ALL the Features You Want in a HOME FREEZER ...

- ★ Automatic Alarm Bell
- ★ 5 year warranty against food spoilage
- ★ Interior lights
- ★ Fingertip, automatic latch with built in lock
- ★ Counterbalanced doors
- ★ Sealed-in Fiberglas insulation
- ★ Removable shelves and dividers
- ★ Removable food storage baskets
- ★ Ice cube maker (optional)
- ★ Accessible adjustable temperature control
- ★ Recessed toe space
- ★ Baked Dulux enamel finish
- ★ Extra coiling for faster freezing
- ★ Hermetically sealed refrigeration unit
- ★ 5 year warranty on sealed compressor

Yes, Pak-A-Ways have the features that sell. They're priced with a good margin for you. Yet, like all Schaefer products, Pak-A-Ways are built for performance, not price. Compare features, quality, value. Then you'll see that these Pak-A-Way advantages mean more sales—more profitable sales.

SCHAEFER, INC.
SINCE 1929 • MINNEAPOLIS

SCHAEFER ICE CREAM CABINETS, CLEARVIEW MERCHANDISING-DISPLAY CABINETS, PAK-A-WAY HOME AND FARM FREEZERS.

THERMAL COMPANY, INC.
ST. PAUL, MINNESOTA
HAS, IN STOCK,
FOR IMMEDIATE SHIPMENT
SIZES INCLUDING 4 1/2"



WRITE TO OUR SPECIAL SERVICES DEPARTMENT FOR BULLETIN NO. 451 LISTING HUNDREDS OF 'HARD TO GET' ITEMS THAT ARE AVAILABLE FOR IMMEDIATE SHIPMENT

THE THERMAL COMPANY, INC.

Headquarters for Air-Conditioning Refrigeration Heating Equipment and Supplies
1328 University Avenue, St. Paul 4, Minn.

REFRIGERATION EQUIPMENT

Cooling medium.....Models 12, 18, 25S, and 200S, plate type; models 60 and 120, wrap around; model 200S refig. section, blower coil evaporator

Refrigerated surface area
(sq. ft.).....Model 60, 14.8; 120, 22.7;
model 12, 25.1; 18, 37.6; 25S, 42.8;
model 200S freezer, 42.8

Compressor:
Make.....Models 60 and 120, G-E;
all other models, Tecumseh
Sealed or open.....Sealed
Location in cabinet.....Bottom
Refrigerant.....Models 60 and 120,
"Freon-12"; models 12, 18, and 25S,
"Freon-22"; model 200S,
refrig. "Freon-12", freezer, "F-22"
Make of control.....Ranco
Accessible for user
adjustment?.....Yes
Location.....Models 60, 120, rear;
all others, bottom
Condenser: Type.....models 60 and
120, static; all other models, finned
Convection.....Models 60 and 120,
natural; all other models, forced

CONSTRUCTION AND FINISH OF

Cabinet.....Models 25S and 200S,
stainless steel; all other models,
baked on white enamel
Interior liner.....Models 60 and 120,
baked on white enamel; models
12 and 18, aluminum; models
25S and 200S, stainless steel
Material in evaporator.....Models 60
and 120, steel; models 12 and 18,
aluminum; models 25S and 200S,
stainless steel

PROTECTION PLAN

Warranty.....One year on cabinet and
5 years on mechanical system
Is food insurance offered?.....Yes,
provided automatically



LEFT: Inside view of locker display at San Diego's Spring Fair of Frozen Foods and Refrigeration. All San Diego County locker operators participated.



BELOW: Portion of more than 500 persons attending one of 18 frozen food cooking schools during the fair.



ABOVE: Marla English, "Miss Yellow Tail" Derby, was a "scenic" highlight of the fair. She emphasized the sportsman's use of home freezers for keeping his catch until ready to eat it. The exhibit tied in with a Junior Chamber of Commerce fishing promotion.



ABOVE: Partial view of one of three sections of the fair. Despite torrential rains, 75,000 persons, reportedly, attended the fair which was held late in April.

San Diego Freezer Fair Success Again Indicates Value of Putting on BIG Show

SAN DIEGO—The tremendous interest the public has in both frozen foods and home freezers was amply demonstrated by the Second Annual Spring Fair of Frozen Foods and Refrigeration staged in Balboa Park here late in April.

Despite three days of torrential rains, some 75,000 persons visited the show during its five-day run, according to J. Clark Chamberlain, secretary-manager of the Bureau of Home Appliances of San Diego County, sponsoring organization.

Absolutely no entertainment or outside attraction of any kind, other than meat and food give-aways and the frozen food cooking schools staged daily, was used to promote the show, Chamberlain said.

Thus all the credit can go to the refrigeration equipment and frozen foods exhibited, he indicated.

Exhibits were limited to refrigerators, freezers, frozen food products, and other displays having some direct connection either with the foods or the refrigeration industry. This included two wrapping and packaging materials displays and one by the San Diego County Locker Association.

Every one of the 23 makes of refrigerators and freezers merchandised in the county were represented in the show.

The locker exhibit was housed in a completely enclosed room where meat cutting and processing was continuously demonstrated.

Nine home economists representing major freezer manufacturers each put on two frozen food cooking schools using the frozen foods displayed in the show and demonstrating the correct use of frozen foods and freezing technique.

Nearly 10,000 persons sat through these demonstrations, Chamberlain said. Several of the home economists conducted semi-humorous demonstrations which livened up the schools considerably, he added.

A new feature of the show was the home economists' headquarters booth where questions concerning frozen foods, packaging, and refrigerator and freezer technique were answered.

Public interest in asking questions was so great, Chamberlain declared, it was simply impossible to take care of all comers even though several economists were on duty in this booth at the same time.

Particular interest was aroused by the daily door prizes—two quarters of prime Kansas beef. The quarters to be given away each day were displayed in a meat case and drew great numbers of people.

Chamberlain said that the freezer and refrigerator exhibitors pooled their funds to purchase the beef. Locker operators contributed free cutting, packaging, freezing, and, if desired, six months' free locker rent.

Great quantities of the frozen foods represented at the show were given away daily by exhibitors, Chamberlain asserted.

In his review of show activities, Chamberlain stated, "It is evident the value of the Spring Fair will be demonstrated in strongly increased sales of both freezers and refrigerators, for this effect was apparent the very night our show opened."

He pointed out that the Bureau of Home Appliances is cashing in on the interest created by promoting freezers and refrigerators in advertising during May and June. Space is being taken in San Diego bus cards, newspapers, and over the radio.

Defense Plan NECESSITY BEN-HUR HOME FREEZERS

SAVE FOOD, TIME, MONEY

Today a home freezer is a necessity—to conserve food supplies, reduce food costs, maintain family health, save shopping time, cut meal preparation time in households busy with defense work or defense activities.

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How many in *your* family? Two? Three? Six? Your Ben-Hur dealer can show you how to save hundreds of dollars on food prices alone each year. Four Ben-Hur Models—8.5, 13.1, 16, 20 cubic foot capacities—offer a size to fit your needs exactly. Manufactured by BEN-HUR MFG. CO., 634 East Keefe Avenue, Milwaukee 12, Wisconsin.

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Cabinet Capacity Is Biggest Stumbling Block To Frozen Foods Expansion--Birds Eye

(Concluded from Page 1)

money to operate," Mortimer told the market operators.

"You have exercised natural and commendable caution in expanding your facilities for handling frozen foods, and up to now have still kept reasonably well in tempo with the growth of volume and variety of products. Today, however, we both stand facing potential volume and variety of frozen foods far beyond present cabinet capacity.

"And you, as supermarket operators, who had the vision to introduce the modern concept of volume and turnover in food marketing, seem to us to be the men to attack and solve the problem realistically and profitably.

"You probably don't need much evidence that this problem exists in acute degree, but let me cite a couple of instances.

Volume and Turnover

"We maintain, across the country, 180 warehouse points for the storage of our products. We and our distributors keep close records of withdrawals, both in quantities and in frequency. I can tell you that it is not at all unusual for a single customer to make eight to 10 withdrawals a week—and some make a fairly regular practice of as many as three withdrawals a day.

"Or put it another way. A lot of you are carload buyers of dry groceries, and you know the size and frequency of your carload stock turnover. In various territories the average number of withdrawals from Birds Eye warehouse stocks run from 10 to 30 per carload. But a withdrawal order calls for a number of items, and each item withdrawal carries a price tag of 50 cents. One recent carload ended up with 447 withdrawal lots—which cost \$233.50, or over 8 cents a dozen on the whole carload.

"We're not complaining about the service burden; we're simply citing this as evidence of the limited case capacity per store to handle an enormous and increasing volume of merchandise—and of the high cost of continuing to operate within that limit on capacity.

Los Angeles Leads Expansion

"Surely you all recognize Los Angeles as the market that has promoted the fastest expansion in frozen foods distribution. Nowhere else have supermarkets installed as much frozen foods case capacity, nor realized such a high level of volume per store. Yet just last week W. D. Hayden of Shopping Bag Food Stores told me:

"In some of our newer stores we have 70 ft. of frozen food cabinet space. However, even with this amount of space we find that we are unable to stock these cabinets and give the consumer the choice and variety of brands she may desire."

Only practical solution that Shopping Bag has been able to come to is a reduction to only two brands, according to Mortimer.

Returns per Lineal Foot Are Greatest for Frozen Foods

Coleman Bricker of Mayfair Markets, Los Angeles, said this: "Recently greater consideration has been given frozen foods display case space in planning new units. Greater volume and higher profits naturally prompted this consideration. Few items show greater returns for lineal footage than frozen foods."

There are two problems here: the type of display case to be installed and further standardization of package sizes for display.

And W. L. Von der Ahe of Von's in Los Angeles added: "Our biggest concern today is to give frozen foods the proper space in our stores. We

always attempt to allocate space in a market in relation to its potential sales, but we find for proper representation frozen foods must be given approximately the same amount of sales area that we devote to canned fruits and vegetables."

He then points out that the fixture cost plus maintenance for frozen foods is about five times as great for equivalent space as that for canned fruits and vegetables with potential sales volume of only about one third.

"All three of these marketers, as well as many of our other customers, have asked us to help in finding a solution to this problem of adequate cabinet capacity," Mortimer said.

"Toward meeting this problem of case capacity, we suggest several points of attack, all based on your own experience in creating volume and turnover.

"You long ago learned in the dry grocery field, that your success depends on the constant movement of large quantities of products with established and growing consumer acceptance. Among your early trials and errors were investment in special buys of in-and-out merchandise, which, at superficially attractive consumer prices, yielded a quick profit.

Steady Value Nets Stability

"But you found that these deals did not, generally speaking, provide real values that brought the consumer back as a repeat buyer, and did not create the volume and turnover you were seeking. You learned to select the brands you stocked, and to offer day-in, day-out values. And in doing that you brought to your business stability and profit.

"Your first point of attack on the

problem of case capacity might be to apply that same yardstick to the kind and variety of the frozen foods you stock.

"Yet despite your knowledge of these essentials, we do find some pretty odd products in many of your cases. Without presuming to point any fingers, we suggest that if you apply the same hard-headed, realistic buying to frozen foods that you've long applied to dry groceries, you'll make more efficient and more profitable use of that limited cabinet space.

Test Potential Volume

"A second suggested point of attack is to test out more boldly the potential volume and profit to be derived from installing additional cases," Mortimer emphasized.

"While the frozen foods cabinets are inherently not as efficient mass containers of merchandise as open shelving from the floor to head height, compact frozen foods packages still require relatively less space than many other items. And, importantly, that space is relatively more profitable than like space for many other items.

"I wonder how many of you studied the table on supermarket margins that appeared in the March 31 issue of *Weekly Food Digest*. The table was derived from the latest E. I. DuPont de Nemours study of 35 modern supermarkets in eight cities across the country.

"I studied it and it seemed to me I found some pretty significant figures.

"The general average for all items was a margin of 17.7%. Frozen fruits yielded an approximate margin of 27%. And frozen vegetables yielded 21 to 24%, compared to the fresh fruits and vegetables average of 19.5% each. Being concerned with General Foods dry groceries, too, I'll tactfully forego some of the other less-direct comparisons.

"On this same point, Gordon Cook developed some interesting figures

through a *Saturday Evening Post* survey of six Winston-Newell supers in Minneapolis.

"Like the Dupont study, this survey doesn't pretend to represent a reliable national picture, because the base is not broad enough, but it is indicative of the profit potential we're suggesting you test out for yourself. These figures were stated in terms of dollars of profit per square foot of display space.

"According to Gordon Cook: 'Frozen fruit juices lead the procession of the 48 commodity groups checked. They gave these 6 outlets an average of \$44.30 gross profit per sq. ft.' In fourth and fifth places were green vegetables and fresh fruits (other than bananas) which yielded \$33.76 per sq. ft. and \$22.04 per sq. ft. respectively. In ninth place among the 48 commodity groups were frozen foods—presumably all varieties including frozen vegetables and fruits, fish and poultry, but excluding concentrates, which gave the outlets an average of \$19.39 per sq. ft.

Frozen Fruit Juice Heads Profit Column

"While fresh fruits and vegetables look more favorable on this basis, it seemed to me significant and startling that frozen concentrates and frozen foods were both in the top fifth of gross profit earners among the 48 categories checked.

"I think these two surveys give a hint of the value in testing the levels of volume, turnover, and profit you can derive from a really aggressive plan of case expansion and utilization of space," declared Mortimer.

"We alone can't do this for you. But if any of you want to undertake some experimental expansion we'd like to talk with you about how we, as partners, might cooperate in that.

"Allied to the problem of case capacity is the question of walk-in storage.

"The figures on withdrawals I gave you a while back illustrate the high

cost burden of simply handling frozen foods in and out of warehouses. When you add to that the continual daily costs of trucking from the warehouse to the stores, the combination inevitably raises the consumer price importantly.

Walk-In Storage Cuts Costs

"We should tell you that lower prices create turnover and volume. But we can tell you that more efficient handling of frozen foods in warehousing and store distribution could slice as much as 12 cents a dozen from the consumer price of some items. Walk-in storage would help. And on the volume most of you gentlemen do, it may well be affordable.

"While we're talking about case experiments, let me suggest another approach which we can undertake together. While you know practically all there is to know about the stocking and display of dry groceries, and General Foods has put your knowledge to excellent use, neither of us knows much about how to arrange and display frozen foods—both for the convenience of the shopper, and for increased promotion effect.

"Some case arrangements provide for items displayed as a group of brands—four or five brands of frozen peas side by side, and the same for beans, and so on. Some case arrangements carry all the items of one brand grouped together—making for high brand visibility. Some arrangements display only vegetables in one case, concentrates in another, fish in a third, and so on. And some cases, regrettably, are plain haphazard.

"You and we need to know as much about frozen foods display as we do about dry groceries. For increased volume and turnover can just as logically result from tested patterns of display in frozen foods cases as it did from the tested arrangement of dry groceries. Again, we'd welcome the opportunity to work with you in acquiring this knowledge."



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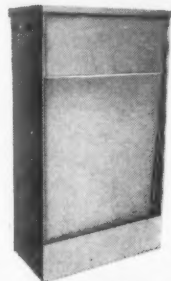
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Home Freezer Specifications

Philco

Philco Corp., C and Tioga Sts., Philadelphia 34, Pa.

Model No.	EH-121	FH-81
Chest or upright type	Chest	Chest
Separate freezing section?	No	No

DIMENSIONS (In Inches)

Interior: Height	28 3/4	28 3/4
Width	50	35
Depth	18 3/4	18 3/4
Exterior: Height	36	36
Width	57	42
Depth	29 1/2	29 1/2

CAPACITY (In Cu. Ft.)

Storage compartment	12.5 in 3 compts.	8.1 in 2 compts.
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INTERIOR EQUIPMENT

Partitions (No.)	2	1
Shelves (No.)	Plastic	Utility Tray on EH-121
Baskets (No.)	3	2
Light	Yes	Yes

INSULATION

Kind	Mineral wool	
Thickness: (In Inches)		
Top	3	3
Sides	3 1/2	3 1/2
Bottom	3 1/2	3 1/2

LIDS

Number	1	1
Lid support	Counterbalanced hinges	
Provision for locking?	Yes	Yes

WEIGHT (Lbs.)

Net	343	278
Shipping	415	317

PRICE, suggested retail (Zone 1).....\$399.95 \$325.00

REFRIGERATION EQUIPMENT

Cooling medium.....Plate type
Refrigerated surface area
(sq. ft.)Model EH-121, 9.8;
model FH-81, 7.3

Compressor:

MakeTecumseh
Sealed or openSealed
Location in cabinet.....Front-to-back,
center, bottom

Refrigerant.....Model EH-121,
"Freon-22; FH-81, "Freon-12"

Make of control.....Cutler-Hammer
Accessible for user
adjustment?Yes
Location.....Model EH-121, cen-
ter bottom; FH-81, left bottom

Condenser: TypeFinned
Forced or natural convection.....Forced
Warning device.....Guardian Bell

CONSTRUCTION AND FINISH OF
Cabinet.....White Dulux exterior
Material in evaporator.....Aluminum

PROTECTION PLAN

WarrantyFive-year warranty-
protection plan on both models

SPECIAL FEATURES

Designed with new sloping front
which gives more space at top; 70%
of storage space is above knee level;
brings food packages into easy reach,
provides toespace, improves appear-
ance.

Hotpoint

Hotpoint, Inc., 5600 West Taylor St., Chicago, Ill.

Model No.	EK11-5	EK15-5
Chest or upright type	Chest	Chest
Separate freezing section?	No	Yes

DIMENSIONS (In Inches)

Interior: Height	25 1/4	29 1/4	15 1/4
Width	40 3/4	34 3/4	18
Depth	18 3/4	20 1/4	20 1/4
Exterior: Height	36	36 3/4	
Width	60 3/4	59	
Depth	30 3/4	32 3/4	

CAPACITY (In Cu. Ft.)

Freezer compartment		3.3
Storage compartment	11.1	11.9

INTERIOR EQUIPMENT

Partitions (No.)		3
Shelves (No.)	1	
Baskets (No.)	3	3
Light	Yes	Yes
Thermometer	Yes	Yes

INSULATION

Kind	Fiberglas	
Thickness: (In Inches)		
Top	4	2 1/2
Sides	4	3 3/4
Bottom	4	3 1/2

LIDS

Number	1	1
Lid support	Yes	Yes
Provision for locking?	Yes	Yes

WEIGHT (Lbs.)

Net	297	310
Shipping	357	380

PRICE, suggested retail\$419.95 \$499.95

REFRIGERATION EQUIPMENT

Cooling medium.....Wrap around
Refrigerated surface area
(sq. ft.)Model EK11-5, 20.6;
model EK15-5, 26.8

Compressor:

MakeModel EK11-5, G-E;
model EK15-5, Tecumseh
Sealed or openSealed

Location in cabinet.....Lower right
Refrigerant.....Model EK11-5, "F-12";
model EK15-5, "F-22"

Make of control.....Model EK11-5,
G-E; model EK15-5, Ranco
Accessible for user
adjustment?Yes
Location.....Model EK11-5, front
panel; EK15-5, machine comp.

Condenser:
Forced or natural convection.....Forced
Warning device: Light.....Yes

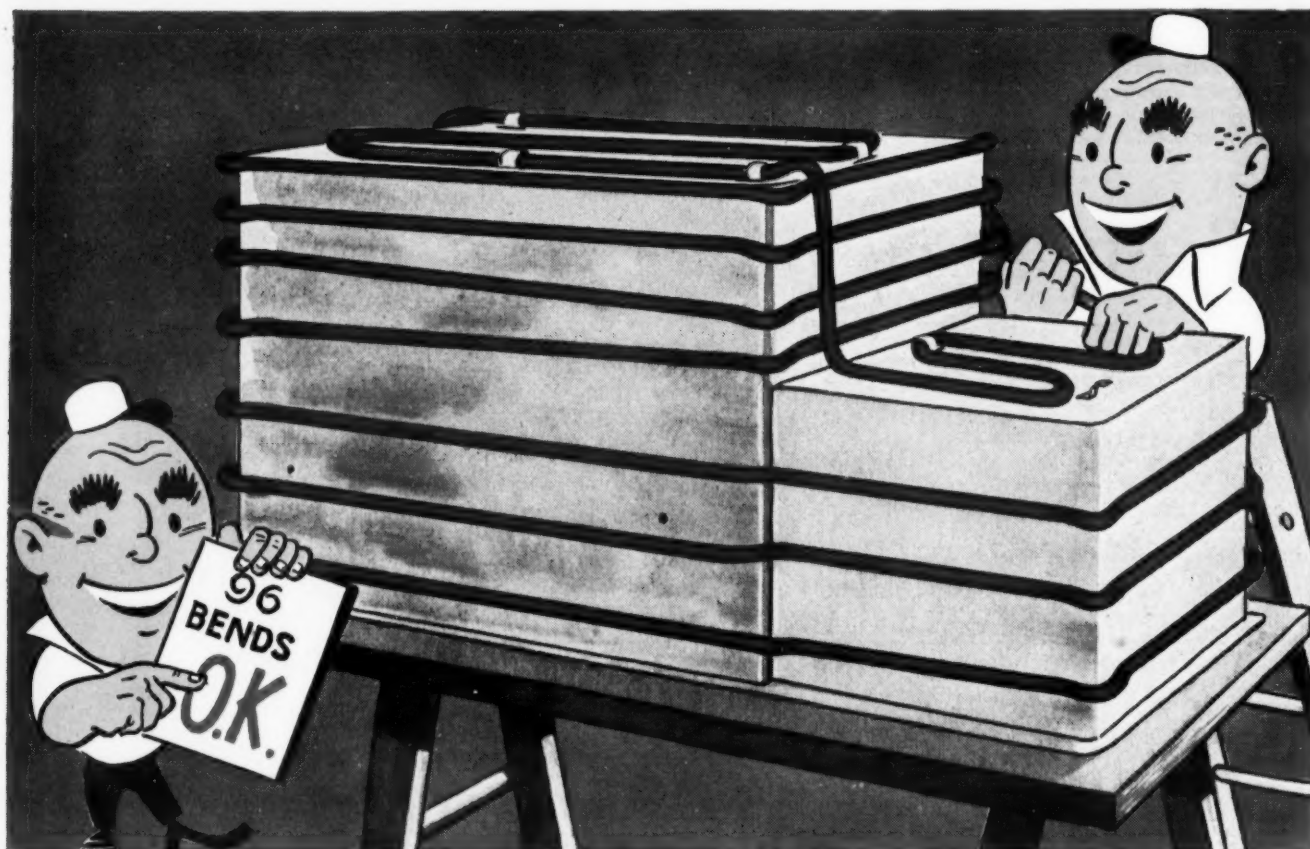
CONSTRUCTION AND FINISH OF

Cabinet.....Welded steel, Bonderized
and baked synthetic enamel
Interior liner.....Wrap around alu-
minum with aluminum tubes
brazed to it; anodized; alu-
minum paint

Material in evaporator.....Aluminum

PROTECTION PLAN

Warranty.....One-year warranty on
complete food freezer, additional
four years on unit
Food insurance offered?.....No



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Bends! We put ninety-six of them into a continuous eighty-two-foot length of Bundyweld for the coil of a fast-selling home freezer. We turn the trick on a Bundy-designed fixture that's fast, foolproof, penny-wise in production. But we take bending

problems in stride; after all, they're our business.

If that new condenser, refrigerant line, or coil design looks impossible, bring it to us. We'll find a way for you to make it; or we'll make it—of Bundyweld, the only tubing double-walled

from a single strip, with a patented beveled seam-edge. It's copper-brazed through 360° of wall contact into a scale-free, leakproof tubing whose stronger yet thinner wall transmits heat faster.

Bundyweld fabricates better, too—machines easily, bends easily to short radii without weakening. It shapes up to better refrigeration. Write today for more information. We'll do our best for you, though, of course, defense calls must get first attention. Bundy Tubing Company, Detroit 14, Mich.

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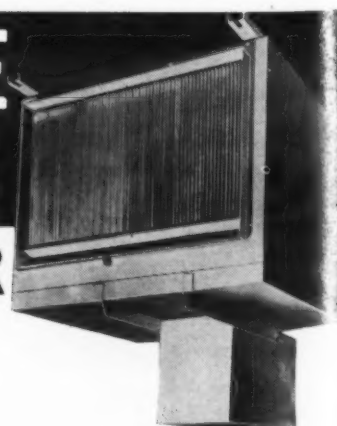
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- Time Tested
- No Rusting
- Trouble-Free Operation



WRITE FOR BULLETIN R-162

2 TO 10 TON CAPACITY

KRAMER TRENTON CO. Trenton 5, N. J.

Home Freezer Specifications

Wizard (Western Auto)

Western Auto Supply Co., 2107 Grand Ave., Kansas City, Mo.

Model No.	2J1109	2J1115	2J1122
Chest or upright type	Chest	Chest	Chest
Separate freezing section?	Yes	Yes	Yes

DIMENSIONS (In Inches)

	Stor. Freezer	Stor. Freezer	Stor. Freezer
Interior: Height	26 1/2	15	26 1/2
Width	21 1/2	14 1/2	41 1/2
Depth	19 1/2	19 1/2	19 1/2
Exterior: Height	36	36	36
Width	44 1/2	64	89
Depth (less hardware)	27 1/2	27 1/2	27 1/2
Depth (incl. hardware)	30 3/4	30 3/4	30 3/4

CAPACITY (In Cu. Ft.)

Freezer compartment	2 1/2	2 1/2	2 1/2
Storage compartment	6 1/2	12 1/2	19 1/2

INTERIOR EQUIPMENT

Partitions (No.)	2	3	4
Baskets (No.)	1	2	3
Light	Yes	Yes	Yes

INSULATION

Kind	Super-fine Fiberglass		
Thickness: (In Inches)			
Top	2 1/2	2 1/2	2 1/2
Sides	3 1/2	3 1/2	3 1/2
Bottom	4	4	4

LIDS

Number	1	1	2
Lid support	Counterbalanced hinges		
Provision for locking?	Yes	Yes	Yes

WEIGHT (Lbs.)

Net	282	360	484
Shipping	342	470	604
PRICE, suggested retail	\$289.95	\$389.95	\$469.95

REFRIGERATION EQUIPMENT

Cooling medium.....Wrap around
Refrigerated surface area
(sq. ft.).....Model 2J1109, 18.8;
model 2J1115, 26.2; 2J1122, 35.4
Compressor:
Make.....Tecumseh
Sealed or open.....Sealed
Location in cabinet.....Lower left-hand corner
Refrigerant.....Model 2J1109, "F-12";
models 2J1115, 2J1122, "Freon-22"

Make of control.....Ranco
Accessible for user adjustment?.....Yes
Location.....Face of grille, lower left corner
Condenser: Type.....Model 2J1109, plate; models 2J1115 and 2J1122, finned
Forced or natural convection.....Model 2J1109, natural; others, forced

CONSTRUCTION AND FINISH OF

Cabinet.....20-gauge Bonderized steel
Interior liner.....Galvanized steel with lock-seam construction
Material in evaporator.....Serpentine 3/4 in. Bundy steel tubing, bonded to liner. Entire assembly dipped in Hydrolene

PROTECTION PLAN

Warranty.....Five years. All components guaranteed one year. Sealed units guaranteed four additional years
Food insurance offered?.....Model 2J1109, \$200; 2J1115, \$300; 2J1122, \$400

SPECIAL FEATURES

Molded inner-panel on lid with mercury automatic light switch; 9-ft. unit sweatproof because of wrap-around condenser. All units supplied with free starter kits of Frost-a-fold packing materials, sufficient for packing 200 lbs. of food.

Zerosafe (Wilson Refrigeration)

Wilson Refrigeration, Inc., Smyrna, Dela.

Model No.	FC-82	FC-152	FC-240	F-160	F-301
Chest or upright type	Chest	Chest	Chest	Upright	Upright
Separate freezing section?	No	Yes	Yes	Yes	Yes
DIMENSIONS (In Inches)					
Interior: Height	21	31	31	43 1/2	43 1/2
Width	31 1/4	47 1/4	70	33 1/4	58 1/4
Depth	21 1/4	21 1/4	21 1/4	21	20
Exterior: Height	37 1/2	37 1/2	37 1/2	67 1/2	67 1/2
Width	38	54	76 1/4	41 1/2	67
Depth	28	28	28	29	28

CAPACITY (In Cu. Ft.)

Freezer compartment	3.35	3.35	3.61	6.37
Storage compartment	8.07	11.89	20.18	12.0	21.03

INTERIOR EQUIPMENT

Partitions (No.)	2	3	3
Shelves (No.)	4	4
Baskets (No.)	3	3	4
Light	Yes	Yes	Yes	No	No

INSULATION

Kind	Fibreglas (High Density)				
Thickness (In Inches)					
Top	3	3	3	4	4
Sides	3 3/4	3 3/4	3 3/4	4	4
Bottom	3 3/4	3 3/4	3 3/4	4	4
Doors	3 1/2	3 1/2

LIDS OR DOORS

Number	1	1	2	1	2
Lid support	Yes	Yes	Yes
Provision for locking?	Yes	Yes	Yes	Yes	Yes

WEIGHT (Lbs.)

Net	234	291	412	805
Shipping	316	408	550	900

PRICE, suggested retail...\$327.50 \$479.50 \$579.00 \$837.50

REFRIGERATION EQUIPMENT

Cooling medium.....Models FC-82, FC-152, FC-240, wrap around; models F-160, F-301, plate type
Refrigerated surface area (sq. ft.).....Model FC-82, 15.32; model FC-152, 26.64; FC-240, 36.46; model F-160, 31.42; F-301, 57.94
Compressor:
Make.....Tecumseh
Sealed or open.....Sealed
Location in freezer.....Bottom
Refrigerant.....Model FC-82, "F-12"; other models, "Freon-22"
Make of control.....Ranco
Accessible for user adjustment?.....Yes
Location.....Chest models, back; upright models, front
Condenser: Type.....Finned
Forced or natural convection.....Model FC-82, natural; all others, forced
Warning device: Light.....Yes

CONSTRUCTION AND FINISH OF

Cabinet.....All steel, baked Dulux enamel
Interior liner.....Chest models, aluminum; upright models, steel, enameled
Material in evaporator.....Aluminum

PROTECTION PLAN

Warranty.....Five-year warranty on sealed refrigeration mechanism
Guarantee.....One year on cabinet and components against all mechanical and material defects
Is food insurance offered?.....Yes, provided automatically for 5 years

MR. DISTRIBUTOR DEALER

Farm and home freezers, commercial display cabinets, dairy cases, bottle coolers, walk-in coolers

Profit by selling the American "Aristocrat" line

AMERICAN REFRIGERATION CORPORATION

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Hopkins, Minnesota

PARAGON DEFROSTING TIME SWITCHES

300-M SERIES

From \$19.50 List

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UNIT COOLERS • WALK-IN BOXES
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Paragon 300-M series offers you the finest in accurate, durable, precision-built time switches for all types of commercial defrosting applications where defrost period is two hours or less. Easy-to-set pin-type dial for up to 8 periods per day. Heavy hinged case; unbreakable door glass. Also made in heavy-duty outdoor type, Series 330.

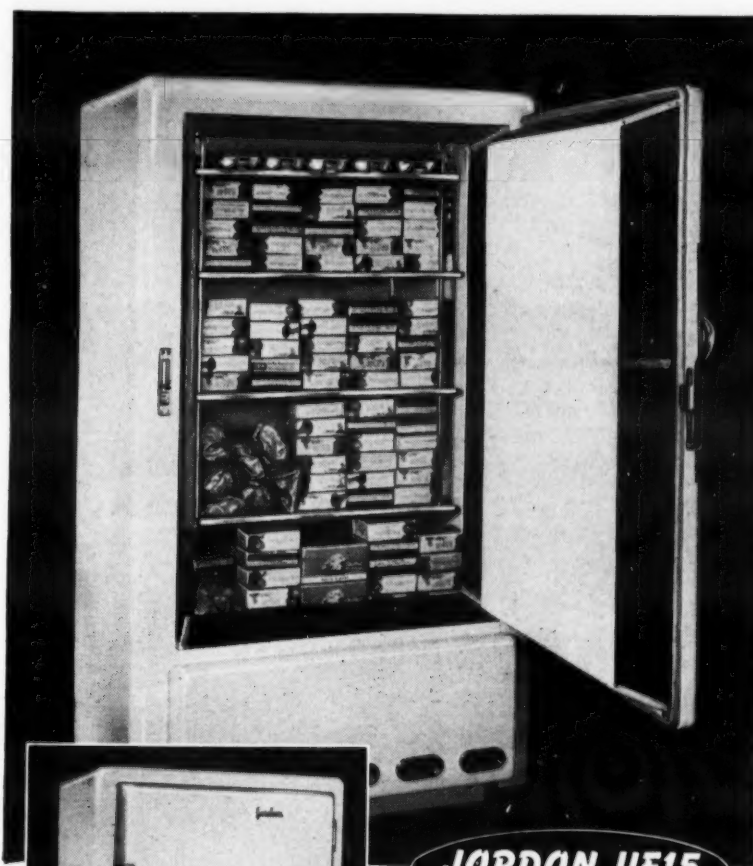
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Makers of the famous "de-frost-it" for domestic refrigerators



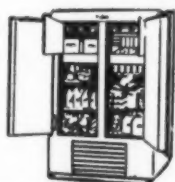
JORDON UF15
UPRIGHT FREEZER

HEAVY DUTY CAPACITY AND CONSTRUCTION WITH POPULAR REACH-IN CONVENIENCE

Provides a full 15 Cu. Ft. of freezer-storage space—requires less than one half the floor area of a comparative sized chest. Perfect for all types of commercial use. Ideal for farms, homes, boarding houses, clubs, institutions, estates. Large ice-making capacity for taverns, restaurants, home entertaining. Popular price gives it exceptionally wide market appeal.

Condensed Specifications: Height—72". Width—40". Depth—(with door and hardware—31")—(less door—28"). Adjustable temperature control. Four (4) heavy-duty freezer-plate shelves. Interior & Exterior Finish—JORDON Hi-Baked White Enamel. Insulation: Continuous blanket of 6" Fibreglas. Includes 5 Quick-Release Ice Cube Trays.

JORDON MANUFACTURES A COMPLETE LINE OF LOW TEMPERATURE EQUIPMENT



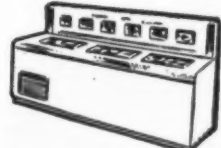
JORDON 14/6 two-temperature refrigerator with ONE condensing unit.



Model OF-9, 9 cu. ft., open top, glass front, self-merchandise.



Model M-17, 17 cu. ft., sliding glass door, self-merchandise.



Model M-26, 26 cu. ft., sliding glass door, self-merchandise.



Plant and General Offices

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AMERICA'S MODERN COMPLETE LINE
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58th Street & Grays Avenue, Philadelphia 43, Penna.

Exclusive Export Distributor — JOSEPH MILLER, 11 Broadway, New York City 4, N. Y. • Cable: JOMILLER

Home Freezer Specifications

Orley

Orley Brothers Co., Inc., 475 Schaefer at Oakwood, Detroit 25, Mich.

Model No.	OMF16	OMF8	OSF8
Chest or upright type	Chest	Chest	Chest
Separate freezing section?	Yes	Yes	No

DIMENSIONS (In Inches)

Interior: Height	20	20	20
Width	61	28	28
Depth	23	23	23
Exterior: Height	36	36	36
Width	66	33	33
Depth	30	30	30

CAPACITY (In Cu. Ft.)

Freezer compartment	0.8	0.8
Storage compartment	15.3	6.7	7.6

INTERIOR EQUIPMENT

Shelves (No.)	2	2	0
Baskets (No.)	1	0	1

INSULATION

Kind	High-Density Fibreglass		
Thickness: (In Inches)			
Top	2	2	2
Sides	2½	2½	2½
Bottom	2	2	2

LIDS

Number	2	1	1
Lid support	Compensating Hinges	(all)	
Provision for locking?	Yes	No	No

WEIGHT (Lbs.)

Net	340	232	232
Shipping	400	275	275

REFRIGERATION EQUIPMENT

Cooling medium.....Wrap around, with models OMF16 and OMF8 having plates, additional shelves
Refrigerated surface area (sq. ft.).....Model OMF16, 27; model OMF8, 18.8; OSF8, 12.8

Compressor:

MakeTecumseh
Sealed or openSealed
Location in cabinet.....Below evaporator

RefrigerantModel OMF16, "Freon-22" all others, "Freon-12"

Make of controlRanco
Accessible for user adjustment?Yes

LocationRear of cabinet
Condenser: TypeFinned

Forced convection.....Model OMF16
Natural convection.....Models OMF8 and OSF8

CONSTRUCTION AND FINISH OF

Cabinet.....20 gauge steel; high-bake Dulux enamel
Interior liner.....Aluminum, stucco finish
Material in evaporator.....Steel and copper

PROTECTION PLAN

WarrantyFive years

SPECIAL FEATURES

Quick-freezing shelves in models OMF8 and OMF16.

Sub-Zero (Manitowoc)

Manitowoc Equipment Works, 621 Quay St., Manitowoc, Wis.

Model No.	18.5	14
Chest or upright type	Upright	Upright
Separate freezing section?	No	No

DIMENSIONS (In Inches)

Interior: Height	46½	35½
Width	29	29
Depth	23½	23½
Exterior: Height	67½	56½
Width	36	36
Depth	29½	29½

CAPACITY (In Cu. Ft.)

Storage compartment	18	14
---------------------	----	----

INTERIOR EQUIPMENT

Shelves (No.)	3	2
---------------	---	---

INSULATION

KindFibreglass—Intermediate Density

Thickness: (In Inches)

Top	3½	3½
Sides	3½	3½
Bottom	4	4
Door	3	3
Back	3	3

DOORS

Number	1	1
Provision for locking?	Optional	

WEIGHT (Lbs.)

Net	437	390
Shipping	522	464

PRICE, suggested retail\$524.95\$449.95

REFRIGERATION EQUIPMENT

Cooling medium.....Wrap around
Refrigerated surface area (sq. ft.).....Model 18.5, 33.5; model 14, 27.6

Compressor:

MakeTecumseh and Kelvinator

Sealed or openSealed

Location in cabinet.....At bottom

Refrigerant“Freon-22”

Make of control.....Cutler-Hammer and Ranco

Accessible for user adjustment?Yes

LocationLower front of cabinet, behind removable panel or door

Condenser: TypeFinned

Forced or natural convection.....Forced

CONSTRUCTION AND FINISH OF

Cabinet.....Steel, electrically welded, white baked on enamel finish

Interior liner.....Steel, electrically welded, white baked on enamel finish

PROTECTION PLAN

Warranty.....One year on cabinet and miscellaneous parts

Guarantee.....Five years on compressor and condenser unit

Food insurance offered?.....No

SPECIAL FEATURES

No defrosting required.



let **KOLD-HOLD** show you
how you can lower
refrigeration costs
with serpentine
plate banks

Look at the heat-absorbing area there is in this "Serpentine" Plate Bank and you will see why it cools large areas so quickly and economically. The patented "Serpentine" design makes possible the equivalent of 100% prime surface. The refrigerant flows through channels formed by joining a flat metal sheet to an embossed metal sheet. The refrigerant is in direct contact with the surface, therefore the entire surface of each plate is effective heat transfer area.

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KOLD-HOLD MANUFACTURING COMPANY, 500 E. Hazel St., Lansing 4, Michigan



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- New low price.
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ALSO MANUFACTURERS OF INDUSTRIAL CHEMICALS AND DRY CHEMICAL FIRE EXTINGUISHERS

Home Freezer Specifications

Chill Chest (Revco)

Revco, Inc., Deerfield, Mich.

Model No.	FF81	FF150	FF230
Chest or upright type	Chest	Chest	Chest
Separate freezing section?	No	Yes	Yes

DIMENSIONS (In Inches)

Interior: Height	19 1/2	29 1/2	29 1/2
Width	32 1/2	52 1/2	75 1/2
Depth	20 1/2	20 1/2	20 1/2
Exterior: Height	36	36 1/2	36 1/2
Width	41	59	82 1/2
Depth	27	27	27

CAPACITY (In Cu. Ft.)

Freezer compartment	3.3	3.3	3.3
Storage compartment	8	11.9	19.8

INTERIOR EQUIPMENT

Partitions (No.)	2	3	5
Baskets (No.)	1	2	3
Light	Yes	Yes	Yes

INSULATION

Kind	Fiberglass		
Thickness (In Inches)			
Top	2 1/2	2 1/2	2 1/2
Sides	3 1/2	3 1/2	3 1/2
Bottom	3 1/2	3 1/2	3 1/2

LIDS

Number	1	1	2
Lid support	Counterbalanced		
Provision for locking?	Yes	Yes	Yes

WEIGHT (Lbs.)

Net	235	310	420
Shipping	275	380	525

PRICE, suggested retail \$315.00 \$469.95 \$639.95

L & H Lectro-Host (Lindemann & Hoverson)

A. J. Lindemann & Hoverson Co., 601 West Cleveland Ave., Milwaukee 15, Wis.

Model No.	F9-1	F13-1	F16-1	F20-1
Chest or upright type	Chest	Chest	Chest	Chest
Separate freezing section?	Yes	Yes	Yes	Yes

DIMENSIONS (In Inches)

Interior: Height	28 1/2	28 1/2	28 1/2	28 1/2
Width	19 1/2	31 1/2	42 1/2	54 1/2
Depth	20 1/2	20 1/2	20 1/2	20 1/2
Exterior: Height	35 1/2	35 1/2	35 1/2	35 1/2
Width	41	53	64	76
Depth	27 1/2	27 1/2	27 1/2	27 1/2

CAPACITY (In Cu. Ft.)

Freezer compartment	2.1	2.17	2.1	2.1
Storage compartment	6.4	10.89	13.9	17.9

INTERIOR EQUIPMENT

Partitions (No.)	2	4	4	4
Baskets (No.)	1	2	2	2
Light	Yes	Yes	Yes	Yes
Thermometer	Yes	Yes	Yes	Yes

INSULATION

Kind	Fiberglass or Mineral Wool			
Thickness: (In Inches)				
Top	2	2	2	2
Sides	3 1/2	3 1/2	3 1/2	3 1/2
Bottom	4	3	4	4

LIDS

Number	1	1	1	2
Lid support	Yes	Yes	Yes	Yes
Provision for locking?	Yes	Yes	Yes	Yes

WEIGHT (Lbs.)

Net	277	330	367	430
Shipping	335	405	455	535

PRICE, suggested retail \$339.95 \$429.95 \$489.95 \$579.95

REFRIGERATION EQUIPMENT

Cooling medium Wrap around
Refrigerated surface area
(sq. ft.) Model F9-1, 20;
model F13-1, 25.2; model F16-1,
28.9; model F20-1, 33.6

Compressor:

Make Tecumseh
Sealed or open Sealed
Location in cabinet Right-hand
side

Refrigerant "Freon-22"
Make of control Ranco or
Cutler-Hammer

Accessible for user
adjustment? Yes

Location Right front

Condenser: Type Finned

Forced or natural convection Forced

Warning device Temperature
indicator

CONSTRUCTION AND FINISH OF

Cabinet Welded steel, white hi-bake

Interior liner Welded steel,
white hi-bake

Material in evaporator Copper and
Bundyweld tubing

PROTECTION PLAN

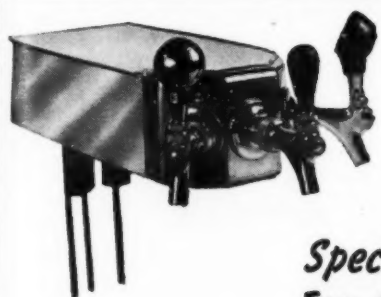
Warranty One year on parts
against faults in workmanship and
material, additional four years on
condensing unit

Food insurance offered? No

SPECIAL FEATURES

Optional equipment: Six Free-Ezee
ice cube trays with convenient carry-
ing rack. Automatic alarm system
warns of any power interruption.

REFRIGERATION EQUIPMENT	Warning device Light
Cooling medium Wrap around	
Refrigerated surface area (sq. ft.) Model FF81, 14.33; model FF150, 28.82; FF230, 38.27	CONSTRUCTION AND FINISH OF
Compressor:	Cabinet Welded steel, high-bake synthetic enamel
Make Tecumseh	Interior liner Aluminum
Sealed or open Sealed	Material in evaporator Aluminum
Location FF81, below center; models FF150 and FF230, lower left end (offset tank)	PROTECTION PLAN
Refrigerant Models FF81 and FF230, "Freon-12"; FF150, "Freon-22"	One-year guarantee on freezer parts; 5-year warranty on hermetic unit.
Make of control Ranco	Five-year food spoilage insurance provided automatically.
Accessible for user adjustment Yes	SPECIAL FEATURES
Location Model FF81, under escutcheon; other models, behind grille	Easy lift baskets; frost-free break- er; feather touch lid action; adjusta- ble lid seal; automatic temperature signal; adjustable temperature control in tamperproof location.
Condenser: Type Finned	
Forced or natural convection FF-81, natural; other models, forced convection	



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For Crowded Bars!*

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**ATTACHES TO UNDER SIDE
OF BAR—TAKES NO FLOOR SPACE**

Insulated housing connects tapping head with walk-in cooler or refrigerated compartment. Forced cold air circulates throughout unit. Taps a perfect glass of beer. Two faucets for beer, one for water. Other combinations available. Low in price. Stop in or write for details.

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The Popular "Six"!

It's a "Juice Center" ... a "Pack-
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Special"! Holds 456 cans or 192
packages. Kelvinator's commercial-
duty design means safe, sure, posi-
tive food protection. Full open top
... 2 large sturdy baskets ...
versatile backboard for promo-
tional signs. Priced surprisingly low!



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BIG IN CAPACITY—big in sales-
power! Here's room for more than
400 average-size packages of
frozen foods. And there's a bril-
liantly illuminated superstructure
that features your sign material or
dummy package display ... lights
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traffic in its tracks! Kelvinator qual-
ity, extra-values throughout. Big
profit possibilities!

add up to **profits**

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**Kelvinator
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Both add up to profits for you! They're top favorites with frozen food retailers everywhere. Sell them as "full-line" cases for small stores—as "spot-specials" for super markets! Kelvinator low temperature dependability in every inch. Priced surprisingly low. Act right now! Write, phone or stop in at your nearest Kelvinator supply depot for information on price and availability. Kelvinator, Division of Nash-Kelvinator Corporation, Detroit 32, Michigan.

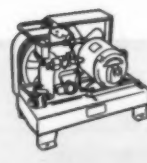
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Kelvinator

THE NAME THAT SELLS...THE NAME THAT SATISFIES!



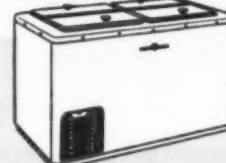
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KELVINATOR
ICE CREAM CABINETS



KELVINATOR
AIR DRIER

Home Freezer Specifications

General Electric

Models made and distributed by the
A. & M. Dept., Bridgeport, Conn.

General Electric Co., 1285 Boston Ave., Bridgeport 2, Conn.

Model No.	NA-8H	NA-11H
Chest or upright type	Chest	Chest
Separate freezing section?	No	No

DIMENSIONS (In Inches)

Interior: Height	18½	25¼
Width	40¾	40¾
Depth	18¾	18¾
Exterior: Height	36	36
Width	48½	60¾
Depth (overall)	31¾	30¾

CAPACITY (In Cu. Ft.)

Freezer compartment	8.0	11.1
Unrefrigerated compartment	1.5

INTERIOR EQUIPMENT

Shelves (No.)	1	1
Baskets (No.)	3	3
Light	Yes	Yes
Thermometer	Yes	Yes

INSULATION

Kind	Fiberglass	
Thickness: (In Inches)		
Top	3½	3½
Sides	3½	3½
Bottom	4¼	4¼

LIDS

Number	1	1*
Lid support	Counterbalanced	
Provision for locking?	Yes	Yes

WEIGHT (Lbs.)

Net	243	297
Shipping	288	357

REFRIGERATION EQUIPMENT

Refrigerated surface area
(sq. ft.) Model NA-8H, 15;
model NA-11H, 21

Compressor:

Make General Electric
Sealed or open Sealed
Location in cabinet Model NA-8H,
bottom; model NA-11H, side,
under unrefrigerated comp.

Refrigerant "Freon-12"

Make of control General Elec.

Accessible for user
adjustment? Yes

Location Model NA-8H,
bottom front of cabinet;
model NA-11H, top front of
storage unrefrigerated comp.

Condenser: Type Model NA-8H,
plate type; NA-11H, finned

Forced or natural convection Model
NA-8H, natural; NA-11H, forced

Warning device: Light Yes

CONSTRUCTION AND FINISH OF

Cabinet Two coats of baked
enamel on Bonderized steel

Interior liner Anodized aluminum

Material in evaporator Aluminum,
porcelain on steel used as
temporary alternate

PROTECTION PLAN

Warranty One year on complete
freezer and four additional years
on the mechanism

Food insurance offered? No

SPECIAL FEATURES

Completely sealed cabinet with line
welds, sealing material, blind nuts,
evaporator tubing brazed to outside
liner walls of storage space. NA-11H
model has unrefrigerated storage
space (compartment) for packaging
materials.

Gibson

Gibson Refrigerator Co., Greenville, Mich.

Model No.	HF-1000	HF-1391	HF-1890
Chest or upright type	Chest	Chest	Chest
Separate freezing section?	No	Yes	Yes

DIMENSIONS (In Inches)

		Fast	Fast
		Stor.	Freeze
Interior: Height	19¾	30¾	15¾
Width	46½	30	16½
Depth	19¾	19¾	19¾
Exterior: Height	40¾	40¾	40¾
Width	54¾	54¾	71¾
Depth	28	28	30¾

CAPACITY (In Cu. Ft.)

Freezer compartment	2.92	2.65
Storage compartment	10.13	15.72

INTERIOR EQUIPMENT

Partitions (No.)	1	1
Shelves (No.)	2
Baskets (No.)	2	3
Light	No	Yes

INSULATION

Kind	Special Gibson	
Thickness: (In Inches)		
Top	3¾	3¾
Sides	4	4
Bottom	4	5

LIDS

Number	1	1	2
Lid support	Yes	Yes	Yes
Provision for locking?	Yes	Yes	Yes

WEIGHT (Lbs.)

Net	360	390	500
Shipping	397	460	580

PRICE, suggested retail \$384.95 \$439.95 \$614.95

REFRIGERATION EQUIPMENT

Cooling medium Wrap around

Compressor:

Make Tecumseh

Sealed or open Sealed

Location in cabinet Bottom

Refrigerant "Freon-22"

Make of control Ranco
Accessible for user
adjustment? Yes

Location Front

Condenser: Type Finned

Forced or natural convection Forced

CONSTRUCTION AND FINISH OF

Cabinet Bonderized steel, synthe-
tic baked enamel

Interior liner Galvanized, Bonder-
ized steel, with synthetic baked
enamel

Material in evaporator Copper

PROTECTION PLAN

Warranty Five years

Food insurance offered? Model

HF-1000, \$150; HF-1391, \$175;

model HF-1890, \$200

REFRIGERATION EQUIPMENT

Cooling medium Wrap around

Refrigerated surface area

(sq. ft.) Model 5-A-62,
16.8; models 5-A-72, 5-A-73, 31.0;
model 5-A-74, 33

Compressor:

Make Model 5-A-62,
Tecumseh or G-E; models 5-A-72,
5-A-73, Tecumseh; model 5-A-74,
Tecumseh or Kelvinator

Sealed or open Sealed

Location in cabinet Model 5-A-72,
bottom; all others, left end

Refrigerant Model 5-A-62,
"F-12" or "F-22"; others, "F-22"

Make of control Model 5-A-72,
Ranco or Cutler-Hammer;
other models, Ranco

Accessible for user
adjustment Yes

Location Unit comp.

Condenser: Type Finned

Forced or natural convection Forced

Warning device: Light Yes

CONSTRUCTION AND FINISH OF

Cabinet Steel, wrap around,
welded seams, with baked
enamel finish

Interior liner Same as exterior

Material in evaporator Steel, copper

PROTECTION PLAN

Warranty One year on all parts,
additional four years on unit

Food insurance offered? No

SUB-ZERO FREEZERS

...serving silently in
homes across the nation

With America facing a double challenge
— the needs of national defense and the
inflation that threatens to follow — the
family freezer offers unique help.

Not only do farm and home freezers
serve national health by giving families
more nutritious food all year round; they
also help householders use the available
food supply more wisely . . . encourage
them to buy seasonal foods in quantity,
when quality is at its peak and prices are
lowest. That means less pressure on the
rest of the family budget...less encourage-
ment for inflation.

SUB-ZERO freezers play a key role in
this significant industry, too . . . offer
America's homemakers advanced upright
design, separate compartments with Cold-
Hold inner doors, and Therma-Seal
protection.



MODEL 18-5
18½ CU. FT.

SUB-ZERO
THE TRIPLE-THRIFT FREEZER

saves work • saves space • saves money

MANITOWOC EQUIPMENT WORKS • Manitowoc, Wisconsin

Firestone

Firestone Tire & Rubber Co., 1200 Firestone Pkwy., Akron, Ohio

Model No.	5-A-62	5-A-72	5-A-73	5-A-74
Chest or upright type	Chest	Upright	Chest	Chest
Separate freezing section?	Yes	No	Yes	Yes

DIMENSIONS (In Inches)

Interior: Height	30¾	46½	30¾	30¾
Width (overall)	31¾	29	57	58
Depth	20	23¾	20	21
Exterior: Height	39¾	67¾	39¾	39¾
Width	39¾	36	65	83
Depth	28	26¾	28	28

CAPACITY (In Cu. Ft.)

Freezer compartment	3.7	18.5	4.0	5.0
Storage compartment	5.3	12.0	16.0

INTERIOR EQUIPMENT

Partitions (No.)	1	2	3
Shelves (No.)	3
Baskets (No.)	1	2
Light	Yes	No	Yes	Yes

INSULATION

Kind	Fiberglass			
Thickness: (In Inches)				
Top	2½	3¾	2½	2½
Sides	4	3¾	4	3¾
Bottom	4	4	4	3¾
Door	3

LIDS AND DOORS

Number	1	1	1	1
Lid support	Yes	Yes	Yes
Provision for locking?	Yes	Yes	Yes	Yes

WEIGHT (Lbs.)

Net	307	417	400	470
Shipping	372	456	490	545

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Ranco Inc.
COLUMBUS 1, OHIO



WORLD'S LARGEST MANUFACTURERS OF REFRIGERATION CONTROLS

Refrigeration Problems and their Solution

by Paul Reed

For Service and Installation Engineers



Paul Reed

Insulation: Selection and Installation (3)

There is no "best" insulation, just as there is no "best" refrigerant. The kind of insulation to be selected for any particular application depends upon the needs of that application. What might be the best insulation for one application might be far from the best for another application.

For example, the insulation to use for a household refrigerator is usually quite unsuitable for the walls of a cold storage room. Certain characteristics of an insulation might be highly important considerations in selecting an insulation for an all-steel freezer cabinet, but would be of minor importance in selecting the insulation for the walls of a building already constructed, to be used as a locker plant.

The following characteristics of insulations must be considered and their relative importance weighed in choosing an insulation for any specific use and for a specific type of wall or type of refrigerator construction.

1. **Conductivity.** As explained previously, the conductivity of an insulation is its ability to transfer heat. The higher the conductivity, the poorer insulation the material is. The "k factor," which is the measure of conductivity, is the part of a B.t.u. that one square foot of the insulation, one inch thick, will pass in one hour, if the difference in temperature on the two sides of the insulation is one degree Fahrenheit.

Since the purpose of an insulation is to retard the flow of heat from a warm to a cooler zone, the conductivity must always be considered as of prime importance. This does not mean that the insulation with the lowest "k factor" is always the insulation to use. Many factors must be weighed against the conductivity of the insulation, and in the final

analysis, it is not necessarily true that the insulation with the lowest conductivity will be chosen.

The most popular insulations in use today are not those insulations having the lowest conductivity. All other factors being equal, although they rarely are, the insulation with the lowest conductivity, the lowest "k factor," would be selected.

Commercial sheet cork has a "k factor" of from about .27 to .30 B.t.u./sq. ft./in./hr./°F. Temperature Diff. Most insulations in common use today do not vary from the conductivity of cork very much. Some have "k factors" a great deal lower, that is, from .20 to .25 B.t.u., and one or two are below .20.

Not many insulations in common use today have "k factors" very much above .30, up to about .33. One or two exceptions have "k factors" up to about .40, but they have characteristics that are so desirable for certain types of applications, that they are used despite their high conductivities.

Table 1 is a list of a few of the well-known and most commonly used insulations. As indicated, some of these insulations are of the semi-rigid board type, that may be sawed, formed, and nailed in place, and which in themselves, have some structural strength. Others are in loose or batt form.

2. **Density.** The weight per cubic foot of an insulation may be of major importance in an insulated truck body for example, but of much less importance in a walk-in cooler.

Some insulations, such as cork, are made in several densities, and in such insulations, the density may be an index of the conductivity of the insulation, with the lower density insulations having the lower conductivities.

3. **Flammability.** Practically all of the insulations derived from fiber or bark, or from animal hair, are quite flammable, which is, of course, not a desirable characteristic. Of the flammable insulations, some, such as cork, hair felt, fibers of wood, cane or cornstalks, sawdust, cotton, etc., are highly flammable.

4. **Permeability.** Some insulations absorb or adsorb moisture very easily, and in doing so, lose most of their insulating value. Such insulations can be sealed in such a manner that moisture cannot get to them, but this involves extra labor and extra materials.

Many of the common insulations, such as cane fibers, paper, kapok, hair felt, sawdust, etc., are highly permeable, that is, the material itself tends to soak up moisture. In addition, moisture tends to collect between the fibers. Such insulations must be carefully and permanently sealed to keep them dry.

The cellular insulations are less permeable, for each cell is separate and there are no between fiber spaces, as is true of the loose fiber type insulations. However, in some of the cellular insulations, the cell walls themselves are permeable, so the insulation must be sealed.

A few of the cellular insulations have very low permeability, and moisture hardly penetrates them. These are the foam-type insulations made from rubber, glass or plastics.

5. **Deterioration.** Some insulations do not have long life. They tend to break down, "rot," and crumble, and in doing so, lose much if not almost all of their insulating ability. This is due to chemical action that is greatly hastened by the insulation becoming wet.

Insulations made from wood or

vegetable fibers (except redwood bark) are particularly susceptible to deterioration. This is another reason why insulations must be kept dry.

Insulations of this type, that is, those susceptible to rotting or other deterioration with age, may be impregnated with chemical solutions that retard, or for all practical purposes, prevent this deterioration.

6. **Malleability.** By malleability is meant the pliability of the insulation, which allows it to be stuffed into and fill irregular spaces such as corners, rounded edges, and the like. Board insulations are not malleable and if they are used in a refrigerator door for example, loose insulation may have to be stuffed into the corners or irregular spaces left vacant by the rigid board insulations.

Malleability is a very important factor that affects the amount of labor required to install insulation in cabinets on the factory assembly line. On factory production lines, rigid insulations have given way to, and have been largely replaced by malleable insulations that not only do a better job by leaving no vacant, uninsulated spaces in the wall, but also require less labor to install.

7. **Infestation by Vermin.** Insulation of a refrigerator makes a snug

Board Type Insulations	Conductivity (k)		Average Density lbs./cu. ft.
	B.t.u./sq. ft./in./hrs./°F. T.D.		
Rubber Foam21		4.5
Plastic Foam27		1.5
Corkboard27		7.07
Glass Fiber (with binder)27		11.0
Hog Hair (with binder)28		10.0
Mineral Wool (with binder)29		15.7
Corkboard30		10.6
Cane Fiber (with binder)33		13.5
Cornstalk Fiber (with binder)33		13.5
Loose or Batt Insulations			
Silica Aerogel—Loose16		7.60
Cotton—Loose22		2.65
Kapok—Batts24		1.00
Redwood Bark, Shredded26		5.00
Glass Wool—Loose27		1.50
Hog Hair Batts28		7.70
Excelsior—Loose29		1.85
Mineral Wool—Loose30		6.00
Granulated Cork—Loose31		8.10
Sawdust—Loose41		12.00

Table 1—Common types of insulation and their qualities.

home for mice, cockroaches, and many other types of vermin. Some insulations seem to be more inviting to vermin than other kinds of insulations; in fact, some insulations seem to be eaten by the vermin with considerable relish.

Most insulations can be chemically treated against vermin infestations, but at added expense, of course.

The insulations that seem to be most favored by the vermin pests are those of vegetable or animal origin; cane fibers, sawdust, paper, cornstalk fibers, etc.

8. **Specific Heat.** It will be remembered that it takes one B.t.u. of heat to raise the temperature of water one degree, and water is taken as the Standard, so the "specific heat" of water is 1.

Water has a relatively high capac-

ity for heat. Most other materials have a lower specific heat than water. Even ice has only about one half the specific heat of water.

An insulation should have a low specific heat if the temperature on the cold side varies very much or very frequently. If it does vary, the insulation must be cooled somewhat also, and this retards the pull-down of the temperature in the refrigerator, if the insulation holds a great deal of heat, that is, if it has a high specific heat.

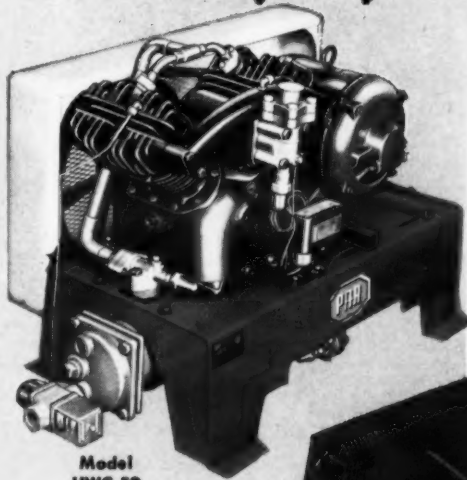
In most installations, this factor may not be of much consequence, but in ultra-low temperature installations, requiring fast pull-down, such as airplane instrument testing, the specific heat of the insulation may be of considerable importance.

(To Be Continued)

Modern testing
methods assure...

PAR and PARmETIC

B.T.U. Capacity Ratings are Always Right!



Model HWC-50

PARmETIC Model PM-0

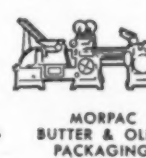


Lynch modern Calorimeter tests
establish accurately PAR and PARmETIC B.T.U.
Capacity ratings as advertised!

When you buy PAR or PARmETIC,
you're sure the B.T.U. ratings are
right—and that the Units will
give trouble-free
dependable performance.

PAR conventional condensing units,
air-cooled 1/6 to 3 H.P., water-cooled
1/2 to 15 H.P., Combination air and
water 1/2 to 3 H.P. PARmETIC sealed
units from 1/8 to 1/3 H.P.

BY COMPARISON—YOU'LL BUY PAR and PARmETIC



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BRAZING
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134 LaFayette Street
New York 13, N.Y.

Home Freezer Specifications

Steinhorst

Emil Steinhorst & Sons, 612 South St., Utica 3, N. Y.

	Challenger		Deluxe	
Model No.	C12	C20	W18½	W26
Chest or upright type	Chest	Chest	Chest	Chest
Separate freezing section?	No	No	Yes	Yes
DIMENSIONS (In Inches)				
Interior: Height	29	29	24	24
Width	38	62	73	100½
Depth	20	20	20	20
Exterior: Height	38	38	32½	32½
Width	65	88	102	130
Depth	29	29	30½	30½
CAPACITY (In Cu. Ft.)				
Freezer compartment	4½	4½
Storage compartment	12	20	14	21½
INTERIOR EQUIPMENT				
Partitions (No.)	2	3	2	3
Baskets (No.)	As extras in C-12, C-20 only			
INSULATION				
Kind	ZeroCel			
Thickness: (In Inches)				
Top	3	3	3	3
Sides	4½	4½	6	6
Bottom	5	5	6	6
LIDS				
Number	1	1	3	4
Lid support	Yes	Yes	Yes	Yes
Provision for locking?	Yes	Yes	Yes	Yes
WEIGHT (Lbs.)				
Net	540	650	845	1,070
Shipping	640	860	965	1,220
PRICE, suggested retail	\$429.00	\$539.00	\$589.00*	\$749.00*
			\$599.00†	\$759.00†

*WH, hermetic unit; †WM, open unit.

REFRIGERATION EQUIPMENT

Cooling medium.....Plate type
Refrigerated surface area
(sq. ft.).....Model C12, 16%;
model C20, 25; model W18 1/2, 29;
model W26, 38 1/2

Compressor:
Make.....General Electric,
Servel, or Brunner
Sealed.....G-E or Servel
Open.....Brunner
Hp.....Model C12, 1/4;
models C20 and W18 1/2, 1/2; W26, 1/2
Location in cabinet.....Left end
Refrigerant....."Freon-12"
Make of control.....Ranco
Accessible for user
adjustment?.....Yes
Location.....Under hood
Condenser: Type.....Finned
Forced or natural convection.....Forced
Warning device: light.....Yes

CONSTRUCTION AND FINISH OF
Cabinet.....Steel, zinc plated and
Bonderized; baked Dulux finish
Interior liner.....Steel, zinc plated and
Bonderized; aluminum finish
Material in evaporator.....Steel
Warranty.....One year on all
equipment; additional four years
on hermetic power unit
Food insurance offered?.....Five-year
food spoilage insurance policy

SPECIAL FEATURES

All models: "Dutch" holdover freezer plates, "breather wall" construction, refrigerated partitions. Deluxe models: portable air blast freezing assembly; special plug type lids.

Coldspot (Sears-Roebuck)

Sears, Roebuck & Co., 925 So. Homan Ave., Chicago 7, Ill.

Model No.	61109	91114	91119
Chest or upright type	Chest	Chest	Chest
Separate freezing section?	Yes	Yes	Yes
DIMENSIONS (In Inches)			
Interior: Height	29	13 1/2	29
Width	19 1/2	14 1/2	33 1/2
Depth	20 1/2	20 1/2	48 1/2
Exterior: Height	36	36	36
Width	41 1/2	54 1/2	70 1/2
Depth	32 1/2	32 1/2	32 1/2
CAPACITY (In Cu. Ft.)			
Freezer compartment	2.4	2.4	2.4
Storage compartment	6.8	11.6	17.0
INTERIOR EQUIPMENT			
Partitions (No.)	1	2	3
Baskets (No.)	1	2	3
Light	Yes	Yes	Yes
Thermometer	Yes	Yes	Yes
INSULATION			
Kind	Fiberglass 4 1/4 density		
Thickness: (In Inches)			
Top	2	2	2
Sides	3	3	3
Bottom	3 1/2	3 1/2	3 1/2
LIDS			
Number	1	1	1
Lid support	Yes	Yes	Yes
Provision for locking?	Yes	Yes	Yes
WEIGHT (Lbs.)			
Shipping	340	420	504

REFRIGERATION EQUIPMENT

Cooling medium.....Wrap around
Refrigerated surface area
(sq. ft.).....Model 61109, 18.8;
model 91114, 24.3; 91119, 30.8

Compressor:
Make.....Model 61109, Seeger;
models 91114 and 91119, Tecumseh
Sealed or open.....Sealed
Location in cabinet.....Lower right-hand corner
Refrigerant.....Model 61109, "F-12";
models 91114 and 91119, "F-22"
Make of control.....Ranco or
Cutler-Hammer
Accessible for user
adjustment?.....Yes

Location.....Front
Condenser: Type.....Finned
Forced or natural convection.....Forced
Warning device: Buzzer.....Extra

CONSTRUCTION AND FINISH OF

Cabinet.....All steel welded, baked
synthetic enamel finish
Interior liner.....Stippled porcelain
Material in evaporator.....Steel

PROTECTION PLAN

Warranty.....One year on complete
freezer; four additional years on
all refrigerant containing parts
Food insurance offered?
At option of customer.....Service
adjustment

BTC (Brewer-Titchener)

The Brewer-Titchener Corp., Binghamton, N. Y.

Model No.	FC-10-3	FC-16-3	FC-23-3
Chest or upright type	Chest	Chest	Chest
Separate freezing section?	Yes	Yes	Yes
DIMENSIONS: (In Inches)			
Exterior: Height	34	34	34
Width	55	76	98
Depth	28	28	28
CAPACITY (In Cu. Ft.)			
Freezer compartment	7.5	13.5	20.5
Storage compartment	2.5	2.5	2.5
INTERIOR EQUIPMENT			
Partitions (refrigerated plates) (no.)	2	4	6
INSULATION			
Kind	Flotofoam		
Thickness (In Inches)			
Top	3	3	3
Sides	3 1/4	3 1/4	3 1/4
Bottom	5	5	5
LIDS			
Number	2	3	4
Lid support	Yes	Yes	Yes
Provision for locking?	Yes	Yes	Yes

REFRIGERATION EQUIPMENT

Cooling medium.....Plate
Refrigerated surface area
(sq. ft.).....Model FC-10-3, 15;
model FC-16-3, 22; FC-23-3, 29

Compressor:
Make.....Kelvinator
Sealed or open.....Sealed
Location in cabinet.....End
Refrigerant....."Freon-12"
Make of control.....Ranco
Accessible for user
adjustment?.....Yes

Location.....Compressor
compartment
Condenser: Type.....Finned

CONSTRUCTION AND FINISH OF

Cabinet.....All welded steel,
hi-bake enamel
Interior liner.....Steel plate metallized
Material in evaporator.....Steel

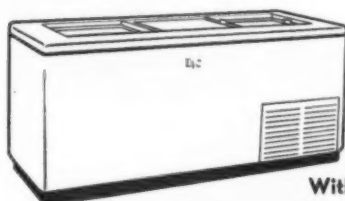
PROTECTION PLAN

Warranty.....Five years on compressor
Guarantee.....Standard one year
Is food insurance offered?.....Yes
2-year food spoilage policy

BIG INSIDE... COMPACT OUTSIDE PROFITABLE ALL-AROUND!



MODEL DC-16-3D
With superstructure
and colorful,
3-dimensional pictures.



MODEL DC-16-3
Without superstructure.

You'll find big-case capacity built into the compact frame of Brewer-Titchener's DC-16 Display Case. Little wonder that this smartly-styled cabinet is among the most popular in the BTC line!

SO MUCH STORAGE SPACE 16 cubic feet of storage in a floor area only 76" by 28" — thanks to BTC's new vapor-sealed insulation!

SO SMART LOOKING TOO Trim lines, gleaming-white finish and stainless steel capping make it an outstanding attention winner!

Brewer-Titchener's DC-16 offers all these wonderful features too — all-steel Bonderized cabinet, three Thermopane rolling glass lids, 1/2 H.P. hermetic compressor, as well as a 5-year compressor and 2-year food spoilage warranty. Learn the full story on handling this profitable display case by writing Brewer-Titchener today!

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CORPORATION
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Refrigeration Units WANTED

Desire to purchase 1/8 to 1-HP Sealed or Open type; standard brands; Complete condensing units; Also motors, controls, valves, etc. Give full details.

HARWOODE EXPORT CO.
31 E. 4 Street, New York 3, N. Y.

Sanitary Quicfrez (Sanitary Refrigerator)

Sanitary Refrigerator Co., 105 Oak Pl., Fond du Lac, Wis.

Model No.	Q85B	Q13B	Q16B
Separate freezing section?	Yes	Yes	Yes

DIMENSIONS (In Inches)

Interior: Height	28	28½	28
Width	14½	19½	14½
Depth	20½	20½	20½
Exterior: Height	35½	35½	35½
Width	41	53	64
Depth (less hardware)	27½	27½	27½

CAPACITY (In Cu. Ft.)

Freezer compartment	2.22	2.22	2.22
Storage compartment	6.397	10.96	14.06

INTERIOR EQUIPMENT

Partitions (No.)	1	2	2
Baskets (No.)	1	2	2
Light	Yes	Yes	Yes

INSULATION

Kind	Fiberglas		
Thickness: (In Inches)			
Top	2	2	2
Sides	3	3	3
Bottom	3½	3	3½

LIDS

Number	1	1	1
Lid support	Yes	Counterbalanced	Yes
Provision for locking?	Yes	Yes	Yes

WEIGHT (Lbs.)

Net	277	330	367
Shipping	335	405	455

PRICE, suggested retail \$324.95 \$429.95 \$489.95
 *Freezer compartment. †Storage compartment.

REFRIGERATION EQUIPMENT

Cooling medium.....	Wrap around
Compressor:	
Make	Tecumseh
Sealed or open	Sealed
Location in cabinet.....	Right-hand end
Refrigerant	"Freon-22"
Make of control	Ranco
Accessible for user adjustment?	Yes
Location	Unit compartment
Condenser: Type	Finned
Forced or natural convection.....	Forced

CONSTRUCTION AND FINISH OF

Cabinet.....	Wrap around construction, Bonderized, one coat prime, one coat finish
Interior liner.....	Wrap around construction, Bonderized, one coat prime, one coat finish
Material in evaporator.....	Cold roll steel, copper and Bundyweld

PROTECTION PLAN

Warranty.....	One year on entire freezer, additional 4 years on condensing unit
Guarantee.....	One year on all parts
Food insurance offered?.....	Yes

Pak-A-Way (Schaefer, Inc.)

Schaefer, Inc., 801 Washington Ave. N., Minneapolis 1, Minn.

Model No.	800	1500	2100
Chest or upright type	Chest	Chest	Chest
Separate freezing section?	No	No	No

DIMENSIONS (In Inches)

Interior: Height	21½	29%	16%
Width	30%	30%	19½
Depth	20%	20%	20%
Exterior: Height	37%	37%	37%
Width	37%	57%	74%
Depth (less hardware)	28	28	28

CAPACITY (In Cu. Ft.)

Storage compartment	8	15.07	21.33
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INTERIOR EQUIPMENT

Partitions (No.)	0	1	2
Shelves (No.)	0	2	3
Baskets (No.)	1	2	3
Light	Yes	Yes	Yes

INSULATION

Kind	Fiberglas		
Thickness (In Inches)			
Top	2	2	2
Sides	3½	3½	3½
Bottom	4	4	4

LIDS

Number	1	2	2
Lid support	Yes	Counterbalanced	Yes
Provision for locking?	Yes	Yes	Yes

WEIGHT (Lbs.)

Net (approx.)	255	355	455
Shipping (approx.)	321	470	579

PRICE

Suggested retail (Fed. Excise Tax incl.)... \$349.95 \$549.95 \$649.95

REFRIGERATION EQUIPMENT

Cooling medium.....	Wrap around
Refrigerated surface area (sq. ft.).....	Model 800, 14.98; model 1500, 23.5; model 2100, 30.64
Compressor:	
Make	Tecumseh
Sealed or open	Sealed
Location on freezer.....	Model 800, bottom; models 1500 and 2100, right bottom
Refrigerant.....	Model 800, "Freon-12"; models 1500, 2100, "Freon-12" or "Freon-22"
Make of control.....	Cutler-Hammer or Ranco

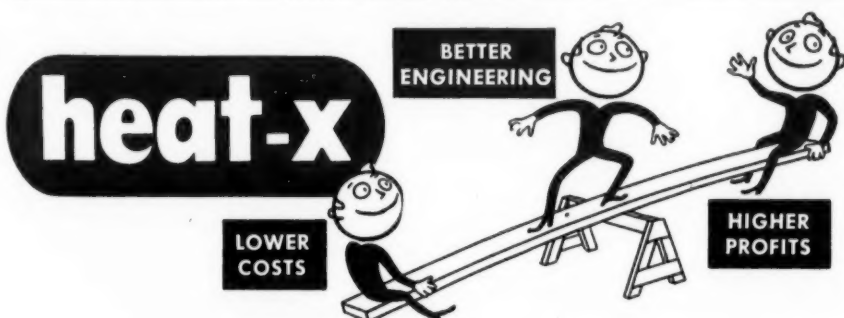
Accessible for user adjustment?	Yes
Location.....	Outside top back
Condenser: Type	Finned
Model 800, natural convection; models 1500, 2100, forced convection	
Warning device	Bell
Cabinet.....	Cold rolled steel
Interior liner.....	Galvanized steel
Material in evaporator.....	Copper and steel

PROTECTION PLAN

Warranty.....	1 year on cabinet, 5 years on unit
Is food insurance offered?.....	5 years provided automatically

SPECIAL FEATURES

The "special" freezing compartment, as extra coiling around tank provides proper freezing temperatures in entire interior.



Keep the see-saw balanced in your favor... let Heat-X equipment help to keep your costs down, your profits up. Heavy duty refrigeration and air conditioning equipment generally means heavy installation and operating costs. Smart refrigeration engineers (and salesmen) know these points are important in comparing the economies of one system to another.

The Heat-X water cooled condensers and combination air-and-water cooled units provide a high level efficiency independent of summer weather peaks.

Shell-and-coil condenser-receivers are constructed of seamless steel tubing with ample cooling coils generously sized for efficient performance. Investigate these Heat-X products — you'll be glad you did.



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THE HEAT-X-CHANGER CO., INC.
BREWSTER, NEW YORK

What the serviceman should know about "VIRGINIA" REFRIGERATION products

TO CHARGE A SYSTEM, USE REFRIGERANTS THAT ARE CONSISTENTLY PURE, CONSISTENTLY SURE



"ENAMELITE" the asphaltic mastic

- for installing insulating materials
- as a surface coating

Pour and mix—that's all there is to it. "Enamelite" is an asphaltic mastic that doesn't have to be heated. It sticks to any dry surface and makes an excellent vapor seal. It is excellent for application to corkboard, Fiberglas, Styrofoam, Celotex. "Enamelite" can also be used as a plaster

finish on the exposed surface of insulation board when it is troweled on and applied in two coats. After the initial set, a perfectly smooth finish can be obtained by dashing water on it and troweling in one direction. There's nothing better for quick reconditioning jobs.

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WEST NORFOLK, VIRGINIA
PHILADELPHIA • NEW YORK • BOSTON
CHICAGO • DETROIT • ATLANTA

VIRGINIA
Refrigerants

Home Freezer Specifications

Montgomery Ward

Montgomery Ward, Chicago 7, Ill.

Model No.	271	2121	2161	2211
Chest or upright type	Chest	Chest	Chest	Chest
Separate freezing section?	No	Yes	Yes	Yes
DIMENSIONS (In Inches)				
Interior: Height	21 3/4	16 3/4	27 1/4	20 3/4
Width	30 3/4	17 1/4	30 3/4	17 1/4
Depth	19 1/4	19 1/4	19 1/4	19 1/4
Exterior: Height	36	36	36	36 3/4
Width	38	55 1/4	76 3/4	94
Depth	29 3/4	29 3/4	29 3/4	29 3/4
CAPACITY (In Cu. Ft.)				
Freezer and storage compartment	7.2	12.5	16.0	21.6
INTERIOR EQUIPMENT				
Partitions (No.)	2	2	4	4
Baskets (No.)	2	2	2	2
Light	Yes	Yes	Yes (2)	Yes (2)
INSULATION				
Kind	Thermex			
Thickness: (In Inches)				
Top	2	2	2	2
Sides	3 3/4	3 3/4	3 3/4	3 3/4
Bottom	3 3/4	3 3/4	3 3/4	3 3/4
LIDS				
Number	1	1	2	2
Lid support	Yes	Yes	Yes	Yes
Provision for locking?	Yes	Yes	Yes	Yes
WEIGHT (Lbs.)				
Net	236	351	476	610
Shipping	290	422	574	750
PRICE, suggested retail	\$239.95	\$349.95	\$419.95	\$519.95

REFRIGERATION EQUIPMENT

Cooling medium.....Wrap around
Refrigerated surface area (sq. ft.).....Model 271, 13.58; model 2121, 21.67; 2161, 30.29; 2211, 39.06
Compressor:
MakeUniversal Cooler
Sealed or openSealed
Location in freezer.....Models 271, 2211, center bottom; other models, left bottom
Refrigerant.....Models 271 and 2121, "Freon-12"; models 2161 and 2211, "Freon-22"
Make of control.....Ranco
Accessible for user adjustment?Yes
LocationTop rear
Condenser: Type.....Model 2211, finned; all other models, built into exterior shell
Forced or natural convection.....Model 2211, forced; all others, natural
CONSTRUCTION AND FINISH OF
CabinetSynthetic enamel
Interior linerSynthetic enamel
Material in evaporator.....Copper in models 2121, 2211; steel in others
PROTECTION PLAN
Warranty.....Five years on sealed refrigeration mechanism; one year on entire freezer

Foodbank (Fowler Equipment Co.)

Fowler Equipment Co., 626 N. Highland Ave., Aurora, Ill.

Model No.	16	21	27
Chest or upright type	Chest	Chest	Chest
Separate freezing section?	No	No	No
DIMENSIONS (In Inches)			
Interior: Height	27	27	27
Width	49½	64¾	84
Depth	19	19	19
Exterior: Height	36½	36½	36½
Width (with housing)	78¾	93¾	112½
Depth	28½	28½	28½
CAPACITY (In Cu.)Ft.)			
Freezer compartment	15¼	20	26
INTERIOR EQUIPMENT			
Partitions (No.)	1 or 2	2	3
Shelves (No.)	As Desired		
INSULATION			
Kind	Copr. Fibre Wool		
Thickness: (In Inches)			
Top	4	4	4
Sides	5	5	5
Bottom	7	7	7
LIDS			
Number	1	1	2
Lid support	Brass Chain		
Provision for locking?	Yes	Yes	Yes
WEIGHT (Lbs.)			
Net	585	730	930
Shipping	600	745	945
PRICE, suggested retail	\$475.00	\$556.81	\$650.37

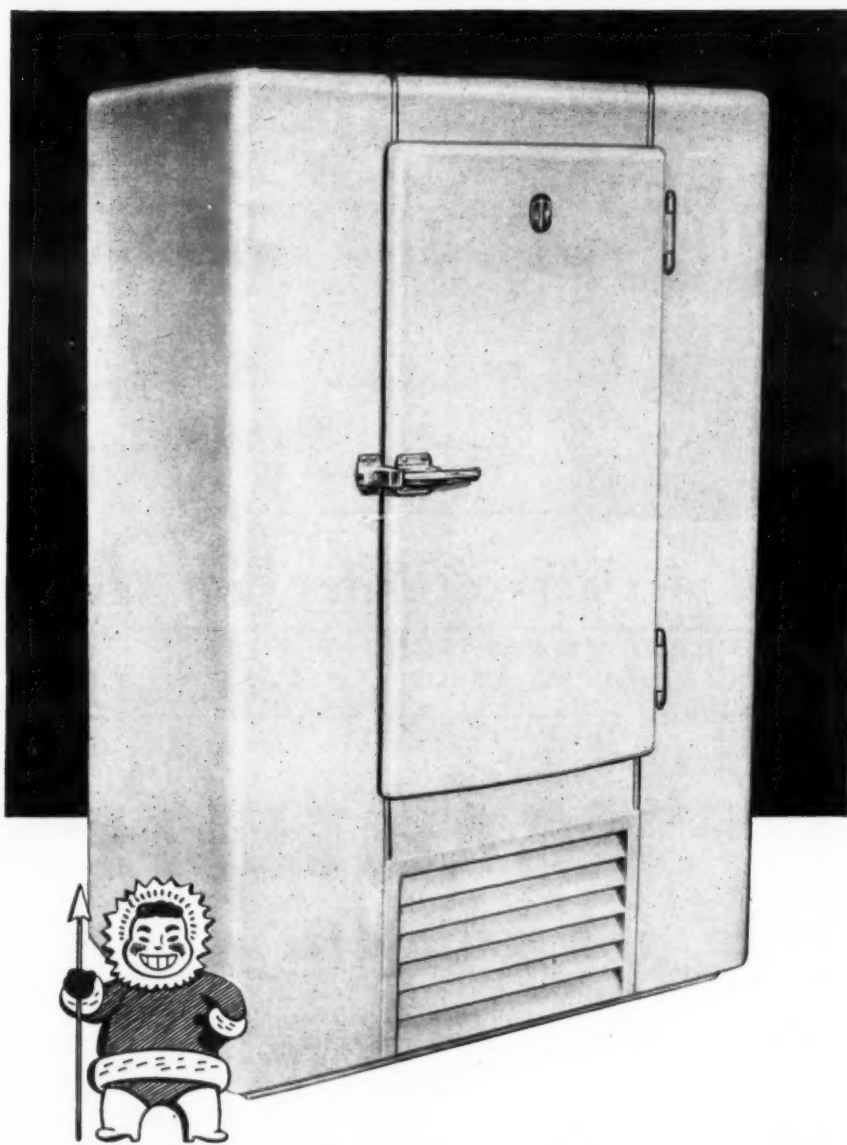
REFRIGERATION EQUIPMENT
Cooling medium.....Plate type
Refrigerated surface area (sq. ft.).....Model 16, 18; model 21, 22 1/2; model 27, 31 1/2
Compressor:
MakeServel or Universal
Sealed or openBoth
Hp. ratingModel 16, 1/4; model 21, 1/2; model 27, 3/4
Location on freezer.....End of cabinet
Refrigerant "Freon-12"
Make of controlWhite-Rodgers
Accessible for user adjustment?Yes
Location.....End of cabinet
Condenser: TypeGravity coil
CONSTRUCTION AND FINISH OF
CabinetAluminum or baked enamel on steel
Interior linerHeavy gauge steel
PROTECTION PLAN
Five-year warranty on sealed unit.
One year warranty on open-type unit.
Is food insurance offered?.....No
SPECIAL FEATURES
We use shelves only, which are arranged if desired to take the place of baskets.

Esco

Esco Cabinet Co., West Chester, Pa.

Model No.	CL-12	CL-16	CL-20-F	CL-24-F	CL-32-F	CL-40-F
Chest or upright type	Chest	Chest	Chest	Chest	Chest	Chest
Separate freezing section?	Yes	Yes	Yes	Yes	Yes	Yes
DIMENSIONS (In Inches)						
Exterior: Height	37	37	37	37	37	37
Width	62¼	75¼	90¼	103¼	103¼	127¼
Depth	29¼	29¼	29¼	29¼	35¼	35¼
CAPACITY (In Cu. Ft.)						
Storage compartment	12	16	20	24	32	40
INTERIOR EQUIPMENT						
Partitions	Yes	Yes	Yes	Yes	Yes	Yes
Baskets (No.)	1	2	3	3	3	3
INSULATION						
Kind	Fiberglas					
Thickness: (In Inches)						
Top	4½ in. all models					
Sides	4½ in. all models					
Bottom	4½ in. all models					
LIDS						
Number	1	1	2	2	2	2
Lid support	Yes	Yes	Yes	Yes	Yes	Yes
Provision for locking	Yes	Yes	Yes	Yes	Yes	Yes
WEIGHT (Lbs.)						
Shipping	500	570	700	820	1,200	1,350
REFRIGERATION EQUIPMENT						
Cooling medium.....	Wrap around					
Compressor:						
Make	G-E, Kelvinator, Copeland, etc.					
Sealed or open.....	Sealed					
Open	Optional					
Location in freezer.....	Lower left					
Refrigerant	"Freon-12"					
Is control accessible for user adjustment?	No					
Condenser: Type	Finned					
Warning Device: Buzzer.....	Optional					
CONSTRUCTION AND FINISH OF						
Cabinet..	Bonderized galvanized steel, white baked enamel					
Interior liner..	Bonderized galvanized steel, white baked enamel					
Material in evaporator.....	Copper					
PROTECTION PLAN						
Warranty.....	One year with 4-year replacement plan on sealed unit					
Is food insurance offered?.....	Yes provided automatically					
SPECIAL FEATURES						
Models CL-20-F and larger are equipped with fast-freeze, air-blast fan.						

New COL-TEMP Home Farm Freezer



More VALUE Immediate DELIVERY

- Exterior Dimensions 28" deep; 40" wide, 72" high.
- Refrigeration — Freeze plate; tubing bonded to aluminum liner for longer life, and more efficient operation.
- Underwriters approved.
- 5 year warranty on Sealed-in Hermetic Mechanism.

Write for catalog prices and discounts.

Extra capacity at a LOWER PRICE

Big and roomy. Best selling size...full 14 cu. ft. capacity stores up to 500 lbs.

Quality construction...all the latest engineering advancements. Extra fast freezer plate. Vapor sealed 5" Fiberglass insulation; 6" in bottom. Two interior doors...saves loss of cold while loading or removing food. Two adjustable shelves. Smooth and glistening baked Dulux exterior on paint grip steel. Heavy brass chrome plated hardware. Aluminum interior. Quiet, trouble-free operation.

SIMPLEX MFG. COMPANY
Commercial Refrigeration Equipment
1135 Third Street,
Oakland 20, California



WE WILL BUY!
EXPANSION VALVES
SOLENOID VALVES, ALL TYPES
REF. FITTINGS and PARTS
ANY QUANTITIES • MUST BE NEW
Write, Phone Or Call For
IMMEDIATE ACTION
TRACO Industrial Corp.
455 W. 19 St., N. Y. 19, WATKINS 4-4302
(Send for Traco's complete list of sensational bargains)

WE WILL BUY!
SURPLUS
REFRIGERATION V BELTS
ANY QUANTITIES • MUST BE NEW
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IMMEDIATE ACTION
TRACO Industrial Corp.
455 W. 19 St., N. Y. 19, WATKINS 4-4302
(Send for Traco's complete list of sensational bargains)

RACCA Asks Unfair Practices Study--

(Concluded from Page 1, Column 4)

not provide for the contingent losses that occur when a part proves defective within the warranty period.

"For example," said one of the contractor directors, "if a relief valve proves defective the only thing covered by the warranty is the defective part itself, but because it did prove defective, large quantities of 'Freon' would be lost and the contractor might have to replace the refrigerant."

"Furthermore, the broadened guarantee should cover such items as freight charges on replacements-in-warranty. We can cite examples wherein a contractor has found it necessary to replace a unit two—sometimes three times within the warranty period, and stand all the freight charges."

RACCA directors stated that they have no particular recommendation on how this broadened guarantee is brought into being, but two of the most likely methods are through a system of warranty reserves or by an arrangement with an insurance company. This latter method is already in use by some companies, it is stated.

The contractor group representatives said that they do not expect the manufacturers to absorb the cost of such a program. It is their idea that the cost of the extended guarantee be included in the manufacturer's price.

RACCA's petition to the FTC will request that the commission investigate and take action to combat the inroads being made on the contractor's business by outside industries not directly concerned with the distribution of refrigeration equipment, and to prevent the ice cream and beverage industries from making refrigeration equipment a "football" for competitive purposes.

The ice cream and dairy industries for the most part do not want to be in the distribution of refrigeration equipment, and it wouldn't take much of a forceful stand to keep them out of it, the contractors declare. They also plan to enlist the cooperation of manufacturers in their program for "fair competition."

The directors also mulled over some tentative "definitions" of a "refrigeration contractor." Following are some of the points which they believe should be included in the definition:

"A contractor is one who installs, repairs, or alters a refrigeration system and who is financially responsible to the extent of being able to carry out the terms of any contract he enters into, and who can fulfill the terms of any guarantee that may be placed on any system which he installs."

"A contractor should maintain a place of business (which can be his home if it incorporates a well-equipped shop) and he should keep a reasonable stock on hand, and have a sign indicating the nature of his business, and he should maintain proper books and records."

First day's session of the annual meeting Nov. 3-4 will be given over to formal talks and discussions on general industry problems and matters affecting the contractors. Such subjects as "Government Procurement and Wage-Price Controls;" "Trade Relations With Manufacturers;" "Broadening of Manufacturers' Guarantees;" "Estimates and Proposals for Air Conditioning Jobs;" "Trends in Styling Refrigeration Fixtures" are among the topics to be covered at this session. A luncheon with a guest speaker and a buffet supper meeting are also tentatively scheduled for the first day.

The annual business meeting will be held the second day, and there may also be some additional talks.

A substantial increase in membership has been recorded in the past few months, the RACCA board reported. Two local contractor groups have joined with the national organization, and a similar action is being contemplated by other groups, it is said. RACCA will continue and broaden its program of interpretive bulletins and other special services for members, the directors declared.

Ice Cream Sales Up For First '51 Quarter

WASHINGTON, D. C.—Sales of ice cream by ice cream manufacturers in the first quarter of 1951 were 4% higher than sales in the same quarter of 1950, according to figures submitted by the ice cream companies.

This is the first reversal of a general trend of decreasing ice cream sales that has been reported for the past few years.

1st Quarter Freezer Sales In Philadelphia Area Double Same '50 Period

THE ELECTRICAL ASSOCIATION OF PHILADELPHIA
HOME FREEZER SALES, January to March, inclusive, 1951

Month	1951 Units Sold	1950 Units Sold	1951% Inc. Or Decrease Over 1950	1951 Retail Value	1950 Retail Value	1951% Inc. Or Decrease Over 1950	1951 Average Price	1950 Average Price
January	1,163	386	+200%	\$ 430,338	\$107,770	+299%	\$370	\$279
February	549	402	+36%	208,754	110,738	+89%	381	275
March	1,228	552	+123%	483,532	161,991	+199%	394	293
TOTAL	2,940	1,340	+119%	\$1,122,624	\$380,499	+194%	\$382	\$284

This report covers sales of the following makes: Ben Hur, Carrier, Coldspot, Coolerator, Crosley-Frostmaster, Deepfreeze, Frigidaire, General Electric, Gibson, Hotpoint, International Harvester, Kelvinator, Leonard, Norge, Philco, Universal, Victor, Westinghouse, and Wilson Zero-Safe.

Survey covers sales in Bucks, Chester, Delaware, Montgomery, and Philadelphia Counties.

Speculation Follows Fair Trade Ruling--

(Concluded from Page 1, Column 2)

a non-signer clause—generally regarded as the keystone.

Announcement of the court's decision immediately set manufacturers' lawyers and others to studying the ruling. Meanwhile, there was much speculation in all quarters on the significance of the decision.

The American Fair Trade Council, in a letter to members signed by John W. Anderson, its president, asserted that the decision "does not mean what it was said in some reports to mean."

"The decision clearly says the Miller-Tydings Act can be restored to its full effect simply by adding to it 'one clear provision' binding non-signers."

"Any representation that this decision destroys or disturbs any Fair Trade Act, as affecting factors operating within a fair trade state, is totally inaccurate."

"The decision merely means that a manufacturer outside the state cannot prosecute, and probably should not be a party to any efforts to prosecute, violations of the Fair Trade law by a non-signer."

"Parties within the state, injured by the price-cutting of the non-signer on a product fair-traded within the state, can proceed . . . to enjoin the price-cutting non-signer, or to enjoin a price-cutting signer, and to collect any damages he can prove he has suffered for injuries sustained, the same as always."

"A manufacturer outside the state can continue to enforce his Fair Trade contracts within the state. . . ."

"It was held by the court, in effect, simply that there had been a single deficiency in the draftsmanship reflected in the Miller-Tydings Act, and that that deficiency is readily correctable by Congress."

While others said it was too early to make any flat statements, several opinions were offered.

Although declining to make any direct comment, the spokesman for one appliance manufacturer whose products are fair traded remarked that "it's pretty obvious that this is going to mean a return to free selling."

According to *The Wall Street Journal*, manufacturers engaged in interstate commerce "acknowledged that the court's decision will cause a complete breakdown of the enforcement machinery of fair trade."

But, the newspaper stated, "manufacturers engaged in intrastate commerce are unaffected by the ruling. It is possible that intrastate distributors of a product made in another state are unaffected."

Electrical distributors meeting in Atlantic City guessed that price cutting might flare up quickly in certain sensitive metropolitan markets. And the Associated Press reported that the consensus of businessmen is that inventories are the key factor. Their first reaction is this, the press service said:

"Where shortages exist and demand is high, manufacturers and retailers can probably hold the price on brand-name goods."

"Where huge inventories and slow sales plague manufacturers and merchants, it's going to be mighty hard for manufacturers and big retailers to police the entire country and keep dealers from cutting prices to move stock, or to meet the competition from across the street."

Some manufacturers, however, expressed confidence that they can maintain current retail prices by refusing to sell to price-cutting dealers. It was also suggested that in states which permit fair trade prices to be set by agreement between a distributor and a retailer, a producer could empower his state distributor to establish minimum prices.

Specifically, the Supreme Court's decision concerned Schwegmann Bros., a New Orleans supermarket.

(Concluded from Page 1, Column 3)

year, 2,940 home freezers representing 19 different brands were sold in the five Pennsylvania counties of Bucks, Chester, Delaware, Montgomery, and Philadelphia. This was 119% more than the 1,340 units sold in the same period last year.

Retail value of these sales amounted to \$1,122,624 this year as compared with \$380,499 last year, an increase of 194%. Average unit price for a home freezer this year was \$382 as compared with \$284. This increase, presumably, represents an increase in the size of box purchased as well as increase in price.

Since July 1, 1948, 20,867 home freezers have been sold in this territory, according to the EAP.

JUST ASK US!

Turn to "What's New" page for useful information.



450-TON PRESSES form elliptical ends for

STANDARD
CONDENSERS

The elliptical ends which are welded onto the steel cylinders to form STANDARD Condensers are drawn from flange quality cold rolled steel in thicknesses ranging from 1/4" to 5/8". Huge 450-ton presses do this in one operation—quickly and economically.

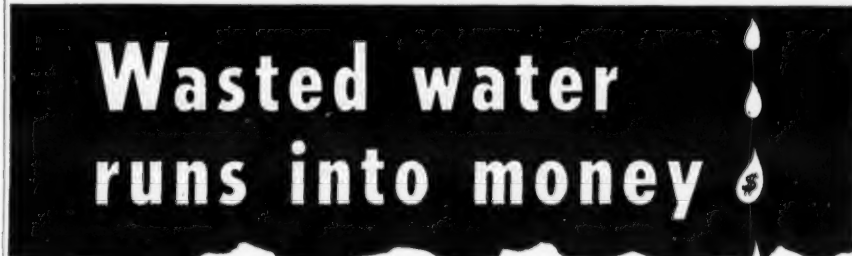
Thanks to this elliptical design, STANDARD Condensers are capable of withstanding pressures greatly in excess of their ratings and quality is maintained at the highest level.

Write for
Bulletin SC-4

STANDARD equipment is more than ample for the manufacture of trade requirements and therefore production is available for the manufacture of material other than condensers, for Government needs.

STANDARD REFRIGERATION CO.

Office: 332 S. Hoyne Ave. Chicago 12
Factory: 8535 W. Fillmore St. Chicago 24



...save water costs with a GOVERNNAIR EVAPORATIVE CONDENSER

YES, water is money these days. And wasted water is money down the drain.

That's why so many air conditioning engineers and contractors turn to Governair Evaporative Condensers. It's the logical solution to water conservation.

But water-saving economy is not the only good reason for choosing a Governair Evaporative Condenser. It also gives you minimum water and sewer piping, low-cost water pumping, multiple circuit flexibility, small floor space and low cost of ownership.

Available in a wide range of sizes, from 3 to 100 tons, Governair Evaporative Condensers are quickly and easily installed inside or outside.

GOVERNNAIR CORPORATION • 513 N. BLACKWELDER • OKLAHOMA CITY, OKLA.



Home Freezer Specifications

Whiting (Baltimore Porcelain Steel Corp.)

Baltimore Porcelain Steel Corp., P.O. Box 928, Baltimore 3, Md.

Model No.	F-1200	F-1800	F-2200	F-2700
Chest or upright type	Chest	Chest	Chest	Chest
Separate freezing section?	No	No	No	No

DIMENSIONS (In Inches)

Exterior: Height	36	36	36	36
Width	32	32	60	60
Depth	27	27	27	27

CAPACITY (In Cu. Ft.)

Storage compartment	4 1/2	8	12	17
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INTERIOR EQUIPMENT

Partitions (No.)	Available in all models			
Baskets (No.)	Available	2	Available	2

INSULATION

Kind	Fiberglas	Santocel	Fiberglas	Santocel
Thickness: (In Inches)				
Top	4	2	4	2
Sides	4	2	4	2
Bottom	5	2	5	2

LIDS

Number	1	1	2	2
Lid support	No	Yes	Yes	Yes
Provision for locking?	No	Yes	Yes	Yes

WEIGHT (Lbs.)

Net	215	250	395	425
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Sub-Zero

Sub-Zero Freezer Co., Inc., Route No. 3, Madison, Wis.

Model No.	16V	21V	24V	30V	30V1A
Chest or upright type	Upright	Upright	Upright	Upright	Upright
Separate freezing section?	Yes	Yes	Yes	Yes	Yes

DIMENSIONS (In Inches)

Exterior: Height	71 1/2	71 1/2	71 1/2	71 1/2	71 1/2
Width	38	45	54	59	62 1/2
Depth	29	29	29	27	29

CAPACITY (In Cu. Ft.)

Freezer compmt. (approx.)	16	21	24	30	30
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INTERIOR EQUIPMENT

Shelves	Yes	Yes	Yes	Yes	Yes
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INSULATION

Kind	Fiberglass				
Thickness: (In Inches)					
Top	4 1/2	4 1/2	4 1/2	4 1/2	4 1/2
Sides	4 1/2	4 1/2	4 1/2	4 1/2	4 1/2
Bottom	4 1/2	4 1/2	4 1/2	4 1/2	4 1/2
Door	4 1/2	4 1/2	4 1/2	4 1/2	4 1/2

DOORS

Number	1	1	2	1	2
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WEIGHT (Lbs.)

Net	505	550	565	526	610
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PRICE, suggested retail	\$480.00	\$520.00	\$640.00	\$677.00 & \$730.00	\$713.00 & \$760.00
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REFRIGERATION EQUIPMENT

Cooling medium	Plate type	Location	Base
Refrigerated surface area (sq. ft.)	Model 16V, 36; 21V, 40; model 24V, 44; 30V, 30V1A, 60	Condenser: Type	Finned
Compressor:		Cabinet	Aluminum, white baked enamel
Make	Servel	Interior liner	Natural finish aluminum
Sealed or open	Sealed		
Refrigerant	"Freon-12", "F-22"		
Make of control	Ranco		
Accessible for user adjustment?	Yes	Warranty	One year
		Food insurance offered?	No

\$10,000.00 TO START

Chief Engineer required for Mid-West company specializing in heat transfer equipment. Age 35-45. Must be thoroughly experienced with ability and desire to develop new products. This is an outstanding opportunity to become associated at top level with a firmly established financially responsible company. Your reply will be treated in strict confidence.

Box 3730

Air Conditioning & Refrigeration News

REFRIGERATION EQUIPMENT

Cooling medium	Wrap around
Compressor:	
Make	Tecumseh
Sealed or open	Sealed
Location in freezer	F-1200, F-1800, bottom center; F-2200, F-2700, right side
Refrigerant	F-1200, F-1800, "F-12"; F-2200, F-2700, "F-22"
Make of control	Ranco or Cutler-Hammer
Accessible for user adjustment?	Yes
Location	Rear
Condenser: Type	Finned
Forced or natural convection	F-1200, F-1800, natural; F-2200, F-2700, forced

CONSTRUCTION AND FINISH OF

Cabinet	du Pont Hi Bake Dulux
Interior liner	du Pont Hi Bake Dulux
Material in evaporator	Steel and copper

PROTECTION PLAN

Warranty	Five-year protection plan on compressor
Guarantee	One year on freezer
Food insurance offered?	Yes

Baltimore Porcelain Steel Halts Production Temporarily

BALTIMORE—"Material shortages have temporarily forced us to withdraw from the freezer field," C. F. Miller of the Baltimore Porcelain Steel Corp. wired to the News last week. "Hope to be back in production before the year end," he added.

Strata Aire

Strata-Aire, Inc., 266 S. Main St., Rittman, Ohio

Model No.	165
Chest or upright type	Upright
Separate freezing section?	Yes

DIMENSIONS (In Inches)

Interior: Height	40
Width	29
Depth	26
Exterior: Height	65
Width	40
Depth	34 1/2

CAPACITY (In Cu. Ft.)

Freezer compartment	5.5
Storage compartment	11.0

INTERIOR EQUIPMENT

Shelves (No.)	3
---------------	---

INSULATION

Kind	Zeroce
Thickness: (In Inches)	
Top	5 1/2
Sides	5 1/2
Bottom	5 1/2
Door	5 1/2

DOORS

Number	4 Inner Doors
Provision for locking?	Yes

WEIGHT (Lbs.)

Net	450
Shipping	600

PRICE, suggested retail

	\$525
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REFRIGERATION EQUIPMENT

Cooling medium	Plate
Compressor:	
Make	General Electric, Lehig, Kelvinator
Sealed or open	Sealed
Location on freezer	Cabinet bottom
Refrigerant	"Freon-12"
Make of control	Ranco
Accessible for user adjustment?	Yes
Location	Bottom
Condenser: Type	Finned

CONSTRUCTION & FINISH OF

Cabinet	Wood frame; 20 gauge galvanized, du Pont baked enamel
Interior liner	20 gauge galvanized du Pont baked enamel
Material in evaporator	Steel

PROTECTION PLAN

Warranty	1 year optional 5 years on unit only, \$6 extra
Is food insurance offered?	At option of customer

SPECIAL FEATURES

Seal-Tite door catch; contact quick freezing.

'Bake and Freeze' Demonstrations Show Prospects Why They Need Home Freezers, Electric Ranges

DULUTH, Minn.—Coolerators distributors in various trading areas are telling the home freezer and electric range stories through series of "Bake and Freeze" demonstrations. One of the most successful of these campaigns is being conducted by Taylor Electric Co. in Milwaukee. One Taylor meeting, held in Fond du Lac, drew a throng of more than 850 persons, some 150 of whom had to be turned away for lack of standing room.

The Taylor demonstrations are conducted by Miss Catherine Dineen, home economist for the distributor. In fast-moving programs aimed at creating a desire to buy, visitors are shown the advantages of owning freezers and ranges.

Visitors are asked to fill out cards listing the names and ages of their home appliances. These cards are used in awarding door prizes and in preparing prospect lists to be followed up later.

Interest in the demonstrations is built up through attention-getting advertisements and radio spot announcements.

Commenting on the "Bake and Freeze" demonstrations, R. H. Schneberger, Coolerator national training manager, pointed out that "unlike refrigerators, which are now a commodity, electric ranges and home freezers are still specialty items and need special promotion to explain their specific benefits and conveniences."

"People know they need refrigerators . . . it is merely a question of which one to buy. With electric ranges and freezers you have to show prospects why they should own these appliances."

"The most logical and most direct method to reach your prospects with this story is through demonstration."

Maytag Is Distributing Freezers on Experimental Basis Only at Present

NEWTON, Iowa—Maytag Co. is currently distributing home freezers in three of its domestic markets on a test basis and has no plans for extending distribution beyond them at the present time, Murray C. Lawson, supervisor of the home freezer division, declared recently.

"During this test, we are endeavoring to learn the potentials which this line, with its special features and designs, will do for us in the way of sales on the retail level," according to Lawson.

It was on the basis of these considerations, he asserted, that the company decided not to include the specifications of its freezers in this issue.

CLASSIFIED ADVERTISING

RATES for "Positions Wanted" \$5.00 per insertion. Limit 50 words. 10¢ per word over 50.

RATES for all other classifications \$7.50 per insertion. Limit 50 words. 15¢ per word over 50.

ADVERTISEMENTS set in usual classified style. Box addresses count as five words, other addresses by actual word count. Please send payment with order.

POSITIONS WANTED

REFRIGERATION ENGINEER. Age 42. Married. 18 years' experience refrigeration and air conditioning sales, service and management. Continually employed outside continental United States. Last 5 years with present employer a "Frigidaire" foreign distributor. Needs state side position for children's education. Available on reasonable notice. Box 107, San Juan, Puerto Rico.

APPLIANCE SERVICE man desires position with factory, distributor or major appliance store in a warm climate state as field service representative. Have had 13 years of appliance service experience including refrigeration. The last 8 years with a major appliance distributor. Available after June 1st. Reply to BOX 3725, Air Conditioning & Refrigeration News.

PRESENTLY MANAGING wholesale refrigeration and electrical dept., desire change. Ten years in industry all phases, prefer sales either domestic or foreign. BOX 3744, Air Conditioning & Refrigeration News.

SERVICE MANAGER with wide practical and technical knowledge of commercial and industrial refrigeration and air conditioning equipment. Desires position as field representative in New England with reputable manufacturer, or service manager for large distributor. Sixteen years' experience on York equipment. Excellent references. BOX 3745, Air Conditioning & Refrigeration News.

POSITIONS AVAILABLE

HUSSMANN DISTRIBUTOR needs two thoroughly experienced and energetic salesmen. Must be able to layout and figure complete store installations. Salary, expense, and commission. Excellent opportunity for top earnings and advancement with growing company. Give complete details, experience and volume sold. All replies confidential. ZEROZONE HOUSTON COMPANY, INC. 1120 Wood Street, Houston, Texas.

FIELD SERVICE representative with growing refrigeration, air conditioning business of well known manufacturer. Graduate engineer, about 35 to 45, with approximately five years' experience in areas of application, installation, service and serviceman training. Should be willing to travel and/or relocate in Chicago, Washington, D. C. or New Jersey. State complete personal history, experience and references. BOX 3734, Air Conditioning & Refrigeration News.

DESIGN-DEVELOPMENT engineer. Middle West manufacturer of control valves and accessory equipment. Experience in refrigeration engineering or design-development of electrical-mechanical control devices required. Fascinating field offers opportunity for man with ambition and initiative. Please submit data re. age, education, experience, earnings, etc. in first letter. All replies confidential. BOX 3736, Air Conditioning & Refrigeration News.

AIR CONDITIONING closer wanted: We are a 23-year-old leader in the field, distributing Chrysler Airtemp in Brooklyn, N. Y. with equipment on hand for immediate delivery, fully staffed and equipped. Our program supplies you with qualified

leads—you do no canvassing. To a capable closer with "packaged unit" experience we offer a permanent future with an excellent starting salary plus that should mean a 5 figure income. Write full details to BOX 3737, Air Conditioning & Refrigeration News.

SALES ENGINEER. Leading controls manufacturer has opening in southwest for energetic sales engineer experienced in refrigeration. Top Pay. Salary, commission, and expenses. Please write BOX 3742, Air Conditioning & Refrigeration News.

DEHYDRATOR SALES. We require the services of the best men selling to trades for East, Central, West & Coast trades exclusive basis. We like to receive applications from those men who actually control this specific business in volume. We expect to support your efforts and pay generously for results, plus. Your replies will be confidentially treated. You may carry non conflicting lines but you must be a volume sales producer to retain exclusivity. Our products are nationally advertised. BOX 3746, Air Conditioning & Refrigeration News.

EQUIPMENT FOR SALE

COMPRESSOR BODIES, brand new; model #19 good up to 1-HP, @ \$38.; includes flywheel and service valve. The last of a large quantity. Also standard brand temperature control, \$3.85. Pressure control, \$5.00. Write for full particulars. First come, first served. MANN REFRIGERATION SUPPLY CO., 15 Astor Place, NYC, GRamercy 3-8000.

1/4-HP open and sealed type prominent brands condensing units complete; brand new; limited quantity; act now; \$52. each FOB New York; write for specifications; other sizes also available; MANN REFRIGERATION SUPPLY CO., 15 Astor Place, New York 3, N. Y.

ONE EACH 30 ton 6-cyl., 40 ton 8-cyl., York W-Type Freon Compressors, with 30 HP, 40 HP motors. Used, but completely rebuilt with new bearings, pistons, rods, cylinder sleeves, seals, etc. Practically equal to new. Sacrifice at \$1200 and \$1500. RUSHTON EQUIPMENT CO. Box 1751, Birmingham, Ala.

FOR SALE—while they last—standard makes—new hermetic units—static & fan-cooled cond. 1/4, 1/2, 3/4, 1, 1 1/2. Open Units—1/4, 1/2, 3/4, 1, 1 1/2. Relays—1/4, 1/2, 3/4, 1, 1 1/2. overload protectors. #873 Methyl T.X.V. Capacitors in jet-black steel case 150-50 mfd. Small hermetic driers. 1/4" fl.—7 1/2" overall Driers. Household Cold Control—w/Knob & plate. Also other parts and supplies. Send for our latest list and prices. Sold on money back guarantee. WALTER W. STARR, 2833 Lincoln Ave., Chicago, Ill.

BUSINESS OPPORTUNITIES

FOR SALE: Established firm. Patented beer dispensing system. Over 6000 systems installed in leading bars. National wide dealer representation. Doing \$85,000 gross. Inventory \$10,000. Located in Manhattan. Equipment for large new market recently perfected. Real opportunity. Must be sold to settle estate. BOX 3747, Air Conditioning & Refrigeration News.

MISCELLANEOUS

NORGE SEALED units remanufactured and exchanged. Immediate delivery from stock, 1 year warranty. Write for price and shipping instructions. Genuine Norge terminals for Norge sealed units. Complete set of three, \$1.45 plus postage. MODERN REFRIGERATION CO., INC. 12541 E. McNichols Road, Detroit 5, Michigan.

Loudon

Loudon Mfg. & Sales, Inc., 2524 27th Ave. So., Minneapolis, Minn.

Model No.	12*	13F	FF-10	FF-15	FF-20
Chest or upright type	Chest	Upright	Chest	Chest	Chest
Separate freezing section?	No	No	No	No	No

DIMENSIONS (In Inches)

Exterior: Height	36	69	35	35	35
Width	51½	40	43	57	69
Depth (less hdwe.)	28	28	28½	28½	28½

CAPACITY (In Cu. Ft.)

Freezer compartment	12	13	10	15	20
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INTERIOR EQUIPMENT

Light	Yes	No	No	No	No
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INSULATION

Kind	Fiberglass				
Thickness: (In Inches)					
Top	2½	5	2	2	2
Sides	4	5	4	4	4
Bottom	4	5	4	4	4

LIDS OR DOORS

Number	1	1	1	1	1
Lid support	Yes	Yes	Yes	Yes	Yes

WEIGHT (Lbs.)

Net	320				
Shipping	440	750			

*Also made in 4 and 20-cu. ft. sizes.

REFRIGERATION EQUIPMENT

Cooling medium	Model 13F, plate and wrap around; all FF models, plate type	Dulux on steel; FF models, 20-gauge galv. sheet steel, gray enamel
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Compressor:

Make	Models 12 and 13F, Tecumseh; other models, G-E	Interior liner...Model 13F, aluminum; FF models, 22-gauge galv. sheet steel
Sealed or open	Sealed	Material in evaporator...Model 13F, aluminum; FF models, Dole plates or copper tubing

Location in cabinet:

Model 13F, bottom; FF models, top right	Refrigerant	Model 12, "F-12"
Make of control	FF models, White-Rodgers	At option of customer...Five-year policy on 12 and 13F

CONSTRUCTION AND FINISH OF

Cabinet	Models 12 and 13F, baked	SPECIAL FEATURES	Model 13F mounted on casters.
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Masterfreeze Cold Vault

Masterfreeze Corp., Sister Bay, Wis.

Chest or upright type	Chest	Chest
Model No.	15TH	20TH
Separate freezing section?	No	No

DIMENSIONS (In Inches)

Interior: Height	23	23
Width	60½	84
Depth	18½	18½
Exterior: Height	33½	33½
Width	72	95
Depth	33½	33½

CAPACITY (In Cu. Ft.)

Freezer compartment	16	20
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INTERIOR EQUIPMENT

Partitions (No.)	1	1
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INSULATION

Kind	Fiberglass sheet	
Thickness: (In Inches)		
Top	5	5
Sides	5	5
Bottom	6	6

LIDS

Number	2	2
Lid support	No	No
Provision for locking?	Yes	Yes

WEIGHT (Lbs.)

Net	720	910
Shipping	810	1,025

PRICE, suggested retail

	\$465.00	\$538.50
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REFRIGERATION EQUIPMENT

Cooling medium	Wrap around, Cold-Hold hollow wall evaporator	Condenser: Type	Finned
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Refrigerated surface area

(sq. ft.)	15TH, 25; 20TH, 32½	Cabinet	White enamel finish
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Compressor:

Make	Servel	Interior liner	16-gauge steel, white enameled
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Sealed or open

	Sealed	Material in evaporator	Steel
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Location in freezer

	Left end	Warranty	One year on cabinet, also 5-year warranty on hermetically sealed motor compressor assemblies
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Refrigerant

	"Freon-12"	Food insured up to \$300 for 5 years, against spoilage due to mechanical or power failure, provided automatically.
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Make of control

	Ranco		
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Accessible for user

	Yes		
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Location

	Compressor compartment		
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Home Freezer Specifications

Marquette (Marquette Appliances)

Marquette Appliances, Inc., 307 East Hennepin Ave., Minneapolis 14, Minn.

Model No.	A9A	A15A	A22A
Chest or upright type	Chest	Chest	Chest
Separate freezing section?	Yes	Yes	Yes

DIMENSIONS (In Inches)

Interior: Height	26½	26½	26½
Width	21½	41½	66½
Depth	19½	19½	19½
Exterior: Height	36	36	36
Width	44	64	89
Depth	27½	27½	27½

CAPACITY (In Cu. Ft.)

Freezer compartment	2.5	2.5	2.5
Storage compartment	6.5	12.5	19.5

INTERIOR EQUIPMENT

Partitions (No.)	1	2	3
Baskets (No.)	1	2	3
Light	Yes	Yes	Yes

INSULATION

Kind	Fibre-Glass		
Thickness: (In Inches)			
Top	2½	2½	2½
Sides	3½	3½	3½
Bottom	4	4	4

LIDS

Number	1	1	2
Lid support	Yes	Yes	Yes
Provision for locking?	Yes	Yes	Yes

WEIGHT (Lbs.)

Net	282	360	484
Shipping	342	470	604

PRICE, suggested retail

	\$329.95	\$419.95	*
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*Not in production.

Howard

Howard Refrigerator Co., Inc., 4800 Worth St., Philadelphia 24, Pa.

Model No.	SF800	SF1200	SF1450	SF1900	SF2900	RF17	RF20
Chest or upright type	Chest	Chest	Chest	Chest	Chest	Upright	Upright
Separate freezing section?	No	Yes	Yes	Yes	Yes	No	No

DIMENSIONS (In Inches)

Interior: Height						48	48
Width						30	34
Depth						20	22
Exterior: Height	39	36½	36½	36½	36½	68½	68½
Width	48	59	59	71	101	36	40
Depth	24	29	29	29	29	27	30

CAPACITY (In Cu. Ft.)

Freezer comp.		1.5	2	2	2		
Storage comp.	8	10.5	12.5	14	22	16.5	19.5
			SF1900 17	SF2900 27			

INTERIOR EQUIPMENT

Partitions (No.)		2	2	3	4		
Shelves (No.)						3	3

INSULATION

Kind	Fiberglass (High Density)						
Thickness: (In Inches)							
Top	3	3	3	3	3	3¼	3¼
Sides			3½ to 4			3¼	3¼
Bottom	5	5	5	5	5	3¼	3¼
Doors						3¼	3¼

LIDS OR DOORS

Number	1	1	1	1	2	1	1*
Lid support	Balanced spring lid supports						
Provision for locking?	Yes	Yes	Yes	Yes	Yes	Yes	Yes

WEIGHT (Lbs.)

Shipping		400	425	525	800	500	650
			SF1900 650	SF2900 850			

*Two split inner doors.

REFRIGERATION EQUIPMENT

Cooling medium...All chest models, wrap around; uprights, plate type

Compressor:

Make	Tecumseh
Sealed or open	Sealed
Location in cabinet	All chest models, lower end of cabinet; upright models, bottom

Refrigerant

"Freon-22"

Make of control

Ranco

Accessible for user

adjustment? Yes

Location

Visible in compressor compartment

Condenser: Type

Finned

Forced or natural convection

Forced

CONSTRUCTION AND FINISH OF

Cabinet...All steel welded, baked white enamel finish

Interior liner

All chest models, same as exterior; upright models, porcelain

Material in evaporator

Copper on chest models; steel and copper on upright models

PROTECTION PLAN

Warranty...Five years on sealed unit, optional in U. S.

Guarantee

One year on entire cabinet and system

Food insurance offered?

At option of customer...Five years frozen food insurance

REFRIGERATION EQUIPMENT

Cooling medium...Wrap around

Compressor:

Make...Tecumseh

Sealed or open...Sealed

Location in cabinet...Lower left

Refrigerant...Model A9A, "F-12"; models A15A, A22A, "Freon-22"

Make of control...Ranco

Accessible for user

adjustment? Yes

Location...Front of grille

Condenser: Type...Models A15A and A22A, finned

Natural convection...Model A9A, shell cooled

CONSTRUCTION AND FINISH OF

Cabinet...Two coats Dulux

Interior liner...Aluminum lacquer

Material in evaporator...Copper and steel (Bundy)

PROTECTION PLAN

Guarantee...One year

Warranty...Four additional years

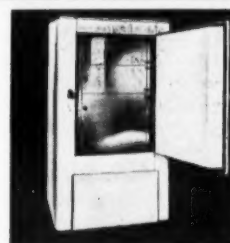
Food insurance offered?...No

Labor service allowance of \$10.00 for exchange of unit; \$2.50 for cold control, ready overload.

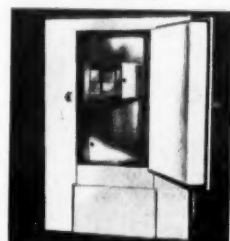
USE THE COUPON!

For "easy-to-get" product information... use coupon in the "Information Center" form.

SUB-ZERO Farm and Home Freezers for Every Need



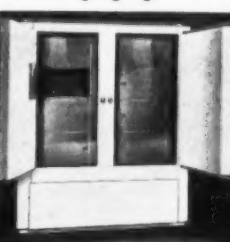
MODEL 16V—16 cu. ft. Aluminum construction, white baked enamel exterior, 71½" x 38" x 29".



MODEL 21V—21 cu. ft. Aluminum construction, white baked enamel exterior, 71½" x 45" x 29".



MODEL 24V—24 cu. ft. Aluminum construction, white baked enamel exterior, 71½" x 58" x 29".



MODEL 30V—30 cu. ft. Aluminum construction, white baked enamel exterior, 71½" x 59" x 27".



MODEL 30VR—30 cu. ft. Remote installation, Aluminum construction, white baked enamel exterior, 71" x 59" x 27".

SUB-ZERO FREEZER CO., Inc. MADISON - WISCONSIN

LOUDON SELF-CONTAINED WALK-IN COOLERS All Sizes Available for IMMEDIATE DELIVERY

Loudon
MINNEAPOLIS

COMMERCIAL REFRIGERATION EQUIPMENT

2524 27th Avenue South, Minneapolis, Minnesota

WE WILL BUY! SURPLUS REFRIGERATION UNITS BELT-DRIVEN OR HERMETICS 1/6 H.P. to 10 H.P.

ANY QUANTITIES • MUST BE NEW

Write, Phone Or Call For IMMEDIATE ACTION

TRACO Industrial Corp.

455 W. 19 St., N. Y. 19, Watkins 4-4302

(Send for Traco's complete list of sensational bargains)

Hold Meat Prices--

(Concluded from Page 1, Column 5) other is not good economy. Ask your meat man.

"Supplies, hence prices, of different meats vary from week to week. Watch food pages of newspapers for best buys."

Other advice offered on thrifty meat buying and use:

"Learn more cuts. Surveys have shown that the average cook knows only 11 or 12 cuts of meat and prepares them over and over again in the same old ways. Actually, you can buy nearly 150 cuts of meat."

"The best buys in meat are most frequently found among the lesser known cuts. They are just as nutritious as the fancier cuts of steaks, chops, and roasts, and may be prepared in many attractive ways."

"Serve something different. Your family will never get tired of the 'same old thing' no matter how often you serve it, if you serve it in new and attractive ways."

"There are, for example, more than a score of ways to cook a pot roast—a hundred different stews—an endless number of delicious dishes that start with a pound of hamburger."

It is the meat industry's contention that real reason for rising prices of meat and everything else is that our money is getting worth less and less and it takes more and more of it to buy the things we need.

To stabilize meat prices, it says, two things must be done:

1. Take positive steps to increase meat production.

2. Take positive steps to stop our money from shrinking in value.

The "common sense meat program" is intended to accomplish both of these things. But they will take time.

In the meanwhile, there are several things, such as those mentioned above, that the consumer can do to stretch meat and meat dollars.

The industry says that there is no shortage of meat. This year there will be 148 lbs. of meat available for every person in the country—an amount exceeded only in three of the last 30 years.

It cited these statistics on meat production:

"Cattle on farms increased 5% during 1950; beef cows are up 10% to a new record high; calves are up 11%."

"Hog numbers are up 7%—and hogs under 6 months of age on Jan. 1 were up 11% from 1950."

"Sheep numbers increased 4% during 1950."

"Feed supplies are large, but production must be further increased."

On the industry's task force 18, which includes service organizations, leaders, and managers, have been placed consumer service clubs and the service bureaus and home economists of utilities and appliance companies.

N. Y. Guild Opposes Civil Service Exam Bill

NEW YORK CITY—The Refrigeration & Air Conditioning Guild, Inc. has carried to the General Welfare Committee of the New York City council its protest against the recently introduced bill which would require that mechanical refrigerator servicemen pass civil service examinations and be certified by the commissioner of housing and buildings.

As outlined in the story in the May 21 issue of the News the guild charged that the bill "does not go far enough nor in the right direction," and that "it will not help relieve the evil intended to be cured," that part of it "is illegal and unconstitutional," and that "requirements for experience are entirely inadequate."

Representatives of the guild presented copies of the ASA-B9 refrigeration safety code to members of the General Welfare committee, with the suggestion that any adoption of new measures incorporating safety regulations for refrigeration equipment take cognizance of the ASA-B9 code provisions.

One of the guild's principal objections to the proposed measure is that it would require the qualification and licensing of each and every serviceman working on household refrigerator repairs. The contention is that this would practically be impossible to carry out and enforce. If licensing is to be done, the guild contends that the contractor, who has an investment and in whom responsibility is vested, be licensed.

Cut Flowers Stay Fresh In Near-Freezing Temperature

ITHACA, N. Y.—Successful storage of cut flowers for as long as a month at near-freezing temperatures has been reported by Cornell university scientists.

In experiments, flowers were cut at the usual stage for shipment, wrapped and sealed in transparent plastic to halt dehydration, and stored in freezing lockers as are frozen vegetables.

It was found that peonies, roses, chrysanthemums, garden lilies, lilies of the valley, carnations, and gladiolas could be kept in their just-cut state this way.

Only one flower, the orchid, could not be preserved under the refrigeration process.

U. S. Court Enjoins Appliance Dealer In Reg. W Violation

WASHINGTON, D. C.—The United States District Court for the District of Columbia has issued an injunction against the Michael Home Equipment Co., Inc. and Louis Taff, its president, engaged in selling television sets and other electrical equipment and appliances, enjoining them from further violation of Regulation W.

The defendant was accused of violating the credit regulation by not obtaining the required down payment in a number of cases, as well as by failing to maintain records which would show whether or not the transactions complied with the requirements of the regulation.

Sears Offers Refrigerator Check Up To Spur Spring Trade

NIAGARA FALLS, N. Y.—The appliance service department of Sears, Roebuck & Co. stimulated spring repair business in refrigerators through a newspaper advertisement which advised customers needing service to "avoid the rush."

Said copy: "Your refrigerator works hardest during hot weather. Phone now for our preventive service. For only \$3.50 our service expert will check the operation of your relay, fan, motor, and compressor."

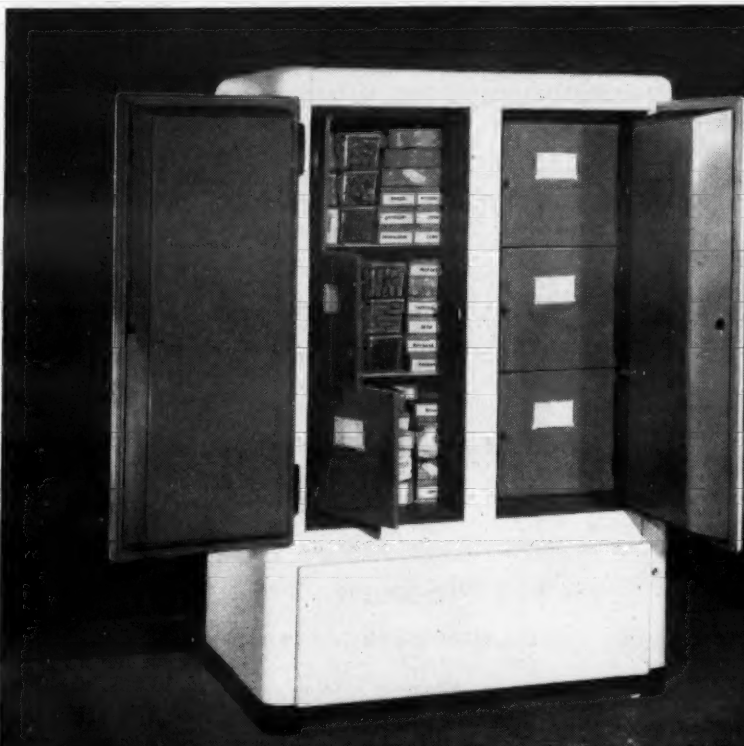
"He will also check the door seal, clean the condenser, apply lubricants where necessary, check and adjust thermostat and advise you if any parts need replacing. We carry a complete line of parts."

If You Have a Question, The Govt. Has the Answer

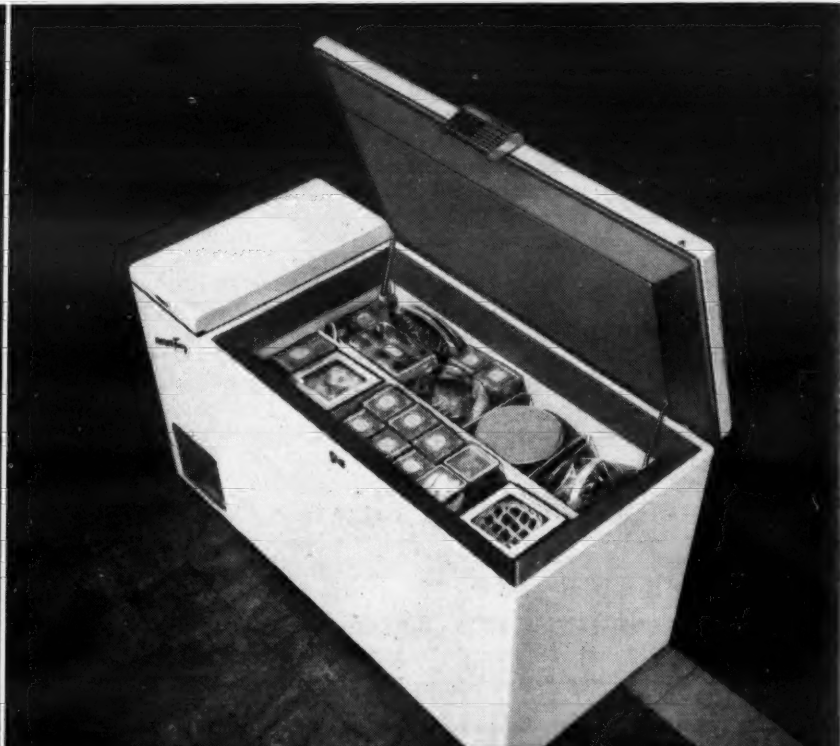
WASHINGTON, D. C.—To provide information on defense production to business representatives in the Washington area, the National Production Authority and the Defense Production Administration have set up a Defense Production Inquiry Center.

The center is located in the main lobby of the old GAO Building, Fifth and G Sts. N.W.

It is staffed by persons who have either specialized industrial backgrounds or governmental experience in particular fields. They will either furnish information to business representatives or arrange appointments with NPA or DPA operating officials who can supply particular type of data.



Harder-Freex Upright Models are available in 13, 18 and 20 cubic foot capacities.



Harder-Freex Chest Models are available in 13, 21 and 18 cubic foot capacities.

A great new factor in * NATIONAL STRENGTH

*SINCE 1945 millions of American homes and farms have been equipped with home freezers.



In recent years the home freezer has become an important factor in the preservation of nourishing foods in America—helping to boost the health and strength of the American people to the highest level ever attained in a great country.

The Tyler organization—maker of Harder-Freex Home Freezers—is one of the leaders in this new industry. The home freezer contributes to the national strength in many ways, including the following:

- 1 The capacity of millions of home freezers means a great additional reserve food supply, always immediately available at the point of use.
- 2 The home freezer brings an immense gain in food value; for the normal decline in vitamin content, which occurs even under conventional canning methods, is stopped by the quick-freezing process.
- 3 Food spoilage and waste have been drastically curtailed—in home freezers valuable foods can be kept longer, left-overs can be frozen and saved for later use.
- 4 Home freezers actually add to the food supply, for owners are able to raise and preserve much of their own perishable foods.
- 5 A tremendous saving of labor is attributable to the home freezer. Housewives can concentrate their meal-preparing chores—baking for weeks ahead or preparing whole meals in advance, and thus freeing themselves for many types of defense work. On the farm greater efficiency is obtained because of this new frozen storage facility.

HARDER Freex
THE ECONOMICAL HOME FREEZER

DEALERS, DISTRIBUTORS: Get in touch with TYLER FIXTURE CORPORATION, Niles, Michigan

Find out about the valuable Harder-Freex franchise and famous four-way savings.

TYLER
FOR FOOD REFRIGERATION

The COMPLETE Tyler line of welded-steel COMMERCIAL Refrigerators, refrigerated Display Cases, Walk-in Coolers, and Metal Shelving is making money for Tyler Agents every day of the year!

